



How To Make Money Online Starting From Scratch

This AudioBook is brought to you by

Joel Christopher of MasterListBuilder.com
and Joe Vitale of MrFire.com

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Who is Joe Vitale and why should you listen to him?

Joe Vitale is an explosive "results only!" marketing consultant. He has helped more than 200 authors and publishers write, publish and promote their books. Joe's clients include small presses to large publishing houses, such as Doubleday Books in New York. He has also helped large companies, from The American Red Cross to Hermann Children's Hospital in Houston.



Joe is a fiery and inspiring speaker. He has spoken before hundreds of business groups, including the Sales and Marketing Executives, and the first Houston Publishers and Authors Association conference. His topics include:

- "The Most Powerful Marketing Tool on Earth"
- "How to Write Copy That SELLS!"
- "How to Promote Your Business Online -- Without Being Flamed!"

Speaking Programs

Joe "Mr Fire!" Vitale can deliver 20-minute teasers and full-day seminars on the following:

- "Rare Marketing Secrets: New Ways to Advertise, Market and Promote Your Business"
- "Marketing Signals: How Your Inner Energy Attracts the Business You Get"
- "CyberWriting: How to Promote Your Product or Service Online (without being flamed)"
- "How to Get Rich, Famous, and Live Forever: The Power of the 'lost secrets' in Business Today"
- "Turbocharge Your Marketing: How to Write Sales Letters, Ads, and Brochures that Get RESULTS"

Writing

His reputation for writing powerful copy is well known:

- One of his sales letters achieved a record-breaking 91% response.
- One of his ads brought in 500 responses in only 30 days.
- A press release he wrote got a reporter to call only 7 minutes after it was released.

Joe has also written several books of his own, including:

- CyberWriting: How to Promote Your Product or Service Online (Without Being Flamed)
- The Seven Lost Secrets of Success
- Turbocharge Your Writing
- The AMA Complete Guide to Small Business Advertising
- Spiritual Marketing
- The Greatest Money-Making Secret in History!

Order any of these books directly from Awareness Publications by visiting the [online catalog](#).

Have you ever heard a story this astonishing about ANY book?

Gene Royer, a friend of Joe Vitale's, was visiting in Phoenix when he stopped at the Wyndham Hotel there. He found in his room a well-read copy of Joe Vitale's book, *The Seven Lost Secrets of Success*, with a note taped on it that read:

"Read it and leave it for the next guy."

There's only been one other book that has been left in hotel rooms: The Bible!

Who is Joel Christopher and why should you believe him?

[Joel Christopher](#), 'The MasterListBuilder,' is the Director and Owner of [SuccessAccess.com](#) and [MasterListBuilder.com](#).



Recognizing the marketing potential of the Internet, he started his own online business in late 1999 and launched it on January 1, 2000. Finding no website at the time that was geared toward providing a step-by-step guide to succeeding online for aspiring Internet Entrepreneurs, he created one.

He is a consummate entrepreneur who wants to share his passion for self-employment with others because of the time freedom it offers. He believes that the current educational system still does not adequately teach self-employment & entrepreneurial skills. He learned these skills by himself from the 'University of Hard Knocks' and by modeling himself after other successful businesspeople & entrepreneurs.

When Joel Christopher started marketing online in early 2000, he was merely an Internet Marketing Beginner or what he fondly calls a "Newbie Netpreneur." After failing and floundering in his first year online, he attended a LIVE seminar, took a lot of notes, applied what he learned and went full-time just 2 months later. Being a lifelong learner, he studies under the best of the best in Information and Internet Marketing. He has attended more than 25 LIVE seminars, bootcamps and superconferences in the last 3 years alone and has actually spoken at more than half of them as the main speaker on "Opt-in ListBuilding."

Having built and grown his own opt-in list to more than 150,000 subscribers in just 3 years (and on the way to that figure there was one period where he tripled his list to more than 30,000 in only 99 days), Joel will teach you exactly how you can quickly and massively build your own targeted email list and GUARANTEE yourself instant profits EVERY month...month after month.

Using email marketing principles he teaches, he recently demonstrated the power of a huge opt-in email list when his

hardcopy book "[Mining Online Gold With An Offline Shovel](#)" zoomed to the top of the Amazon.com best-seller list just 13 hours after it was first published. Only Harry Potter's latest book pre-release beat him to the number 1 position.

In this LIVE presentation, you will learn his simple yet powerful, step-by-step and fool-proof system to rapidly building your own opt-in list up to huge numbers in a short period of time.

International Best-Selling Author and Radio Talk Show Host Mike Litman recently nicknamed him "***The Tony Robbins of Internet Marketing***" and Randy Gilbert of "The Inside Success Show" called him "***The Michael Jordan of Internet ListBuilding.***"

For these reasons, many Internet veterans consider Joel ***THE* Master ListBuilder Coach.**

**“How To Make Money
Online When You’re New,
Don’t Have A Product, Or A
List, Or Any Money Even
When You’re Just Starting
From Scratch”**

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Joel:

We are ready to go. Folks, again, my name is Joel Christopher, with MasterListBuilder.com, and JoelChristopher.com, and I have been doing this Teleseminar series for the last year and about 6 or 7 months. I've been doing them regularly on a weekly basis, but I took really almost a sabbatical from the Teleseminar series this spring, especially last month, because my father untimely and unexpectedly passed away last month. So I had to be away to my home country, the Philippines. When I visited our special guest speaker tonight -- he doesn't know that I'm going to say this -- he actually rekindled that fire in me. I don't know about those of you who have been grieving for a special person in your life like your parent, like I have been. You know, your energy is low, and you're down for the most part because of the grief. But when I met with Dr. Joe Vitale about 2 weeks ago, he said, "You've got to go back to that Teleseminar series." And you know, I'm back. In fact, I have about 5 speakers in the next 2 weeks lined up, and this is only the first of two that Dr. Joe Vitale and I are doing.

What I'm going to do is give you a quick housekeeping on what to expect in tonight's call. I have muted you out. You can hear me and you can hear Dr. Joe Vitale. However, we can't hear you, just because we want to make sure that the recording is nice and really crisp and clear, so we can rebroadcast it later. Also, we will do this call for about 60 minutes or so. Take a lot of notes. And we will be doing two things, really. We will be covering the main topic, "**How To Make Money Online When You're New, Don't Have A Product Or A List Or Any Money.**" And what we're going to do is tonight, we're

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going to answer...Dr. Joe Vitale and I are doing something that I have rarely done in the past, so this is something unique. I called it Attending Teleseminar, where not only will I interview him in detail, but also, I'm going to help out in answering some of the questions, especially on things that are part of my expertise, like list-building and relationship-building with your list. But also on Wednesday next week -- same passcode, same number, and more than likely same time -- we will be doing a step-by-step system on how to make money online when you're new, don't have a product, or a list or any money. We wanted to cover the questions right now.

What I'm going to do now is briefly introduce Dr. Joe Vitale, who is a big hero of mine. He is an amazing model, mentor, leader, and an amazing writer. He's very inspiring. I was supposed to have a 1-hour luncheon meeting with him in his beautiful estate in Wimberley, Texas, but it turned out to be a 4½-hour intense and deep conversations about different things, including Internet Marketing. He is a very generous man and a very spiritual man, as actually personified in the sense that he has written books on spiritual marketing, and his latest bestseller, which is an awesome, awesome book that you must read, I can tell you that. It's called ***The Greatest Money-Making Secret In History!***, and it's an awesome book. It deserves its place in history because it covers a topic that actually we're going to cover tonight.

We came up with the conversation on giving and spirituality, and he basically said, "Joel, do you ever get those e-mails where people

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are at the end of their financial ropes?” And I just sunk down. I said, “Oh, I know exactly what you’re talking about. I get many of those, and I don’t know what to do.” And he brilliantly suggested that we should do a project to help those people out ... and that’s why you are on the call tonight. So you have Dr. Joe Vitale, genius, to thank for that. So, without further adieu, let’s all welcome, Dr. Joe Vitale. Dr. Joe, how are you?

Dr. Joe:

Oh, what a wonderful introduction, and you’ve stumped me and stunned me with two issues here. First, I did not know that I inspired you in any way, shape or form, so that is news to me. I lost my breath there for a second when you said that you started doing the calls again because of something I said. So, that is nice to know I made a difference, but I had no idea I did. And, the second thing you stumped me with, you said you were going to interview me. I’m counting on both of us interviewing each other to get through these questions. That’s my mindset on tonight.

Now, I wanted to kind of paint a picture here, because I do want to get on a soapbox for a minute. Most of the people here know I wrote a book called ***Spiritual Marketing***, and most of you have probably read it, and I really feel that there is something in that book or in that mindset that makes the difference of whether you succeed or not. While we will answer all of the questions that have been turned in -- and believe me, there have been hundreds and hundreds of questions turned in. Joel spent a lot of last night and all of today sorting those questions out, putting them into categories, because there was a lot of repetition. But there were 1,000 people who registered, and virtually every one of them

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had a question, and some of them had pages of questions.

Joel: There was one, Dr. Joe, who sent in 20 questions.

Dr. Joe: And we looked at every one of those. So we're going to do our best to get through those. But my stance is that it's not just the information that makes a difference on whether you succeed or not online. I really believe that it has to be something within you, that you have to be clear within yourself. You have to remove any negative beliefs, any self-sabotage, anything that's keeping you where you are. And I know of what I speak.

When Joel was here a couple weeks ago, I was showing him the property. I showed him my pool -- we were on the back porch -- and I was saying, "You know, this is luxury now, but it wasn't always that way." I was homeless 30 years ago. I starved. I had gone through many different jobs where I was a taxi driver, I was a reporter, I was a laborer, I was a car salesman, and many other things that I didn't do for very long, and I didn't do for very well. And I was struggling, very desperately struggling. A lot of this is chronicled in ***Spiritual Marketing***, and the point there was I had to do a lot of inside work before the information that I was absorbing -- because I was reading, studying and trying throughout all of those 30 years, and nothing seemed to click.

So I believe that we have to do the belief clearing within ourselves *before* the things that we're actually trying to do will work, because there's no shortage of information.

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You can look all over the Internet and you'll find information. You can buy it; you can download it; a lot of it's free.

We're giving 2 free calls, tonight and next week, and since I mentioned it, I want everybody to know we are not going to sell you anything, we are not going to offer you to buy anything, we are not going to enroll you in anything, we are not going to enlist you to join anything. We are purely, tonight in particular, going to answer the questions you turned in. And then next week, go through a couple of day-by-day strategies that show you how to implement things. So back to my main point, and that is, you have to clear the inside. You have to have an intention for success and remove all the self-sabotage, inner barriers that would prevent that from coming, from happening for you.

Now, the question that comes up is, "How do you remove those barriers?" You could go to what I call a "miracles coach," and most of them charge pretty good money, so what I did was go to about 4 different people and I said... and these are people I know who do clearing, they do belief clearing, they help people with the self-sabotage issues. They help them get over their money concerns, their abundance limitations. And I asked them ... I talked them into giving you some of their services, and these are services they normally charge for.

So again, you'll have this to listen to later, and you'll have it as a transcript. So if you can't write down these 4 websites I'm going to give you, don't worry about it. You'll get them later.

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First, Carol Tuttle has a radio interview on her site that is wonderful, where she talks about clearing the things in the way of your receiving money. And just for the people on this call, she turned one of her audio CDs, which is about getting clear to receive money, which she normally sells for \$20...she put that on her website with a secret link, so you can go listen to it and you can do the processes, and it won't cost you a dime. The website for that is: www.caroltuttle.com/joe.html. And, I'll spell it because I know the transcriber is going to be typing this up. That's an entire hour of listening to Getting Clear On Money.

Now, Wendi Friesen is a clinical hypnotherapist who has a lot of CDs. She sells a half million dollars or more worth of audio tapes online. She's an inspirational story in herself, and we might touch on her later, but she put one of her hypnosis recordings online on a secret link, and this is again something she normally sells. This is definitely, specifically, to clear self-sabotage. So, the link for this one is www.wendi.com/joe.

Then, Brad Yates has written a book on getting clear so you can have the abundance you want in your life. And again, I'm going to stress, this is profoundly important. If you set an intention for your well-being, for your wealth, for your prosperity, and you're not getting it, it's something within you that's tripping it up. You can clear yourself so that you can receive the wonders that you want. Brad Yates has written a book on how to receive this abundance by doing clearing work. He normally sells this book, but he's

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put the entire book [**The Joy of Success**] online -- again, at a secret link just for the people on this call. That link is www.Laurusnet.com/Jospage.html.

And then, the final link that I want to give regarding self-sabotage and clearing yourself so you can receive the wonders that you want, is to go to the site I put up where I've been running a 30-day meditation. It's called an Intentional Meditation. Complete instructions on how to do it are at this site, and the link is www.MrFire.com/experiment.html.

OK, that's what I wanted to get out of the way. We've got to get clear to allow the riches to come to us. I've just given you some sources. By the goodness of these people's hearts, they made it available for you, so we're all trying to make a difference. So, Joel, what are our questions? Where do you want to go first?

Joel: Well, Dr. Joe, I just wanted to clarify this. This is a unique Teleseminar that I have probably only done once in the last year and a half. It's called Attending Seminar where I ask the questions, but I also help out in answering the questions.

Dr. Joe: Wonderful.

Joel: Normally, I'm so used to just asking you, the special guest, the questions, so this is exciting. I'm going to go ahead and start with the first question. And again, by the way, let me just clarify this to all the listeners to both the live call as well as to the audio recorded version of this. I have categorized these

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questions into at least 7 or 8 categories like the general “how to make money online” questions from scratch. The next category is “list-building” questions. Another category is the “relationship-building” questions with your list. Another category is “niche marketing,” some questions on “metaphysics and psychology,” on “e-commerce and affiliate programs.” So, that’s what we’re going to do. What we’re going to cover first are the general “how to make money online” questions. So, we’re good to go, Dr. Joe. Are you ready, sir?

Dr. Joe: I’m ready.

Joel: OK, first question is: **“Is it common or possible to make money on the Internet pretty immediately, with very little investment and with no product of your own? If so, how are people doing this, and how immediately can it be done?”**

Dr. Joe: Well, you want to start?

Joel: I can start, or do you want to start?

Dr. Joe: Well, the first answer is yes, you can make money almost instantly online and yes, you do not have to have your own product. I mean, I don’t have any idea how many products are already out there, and the wonderful thing about the Internet is that almost all of those products that you find have an affiliate program behind them. You can easily become an affiliate for any product that you really like, and you can start to endorse it. You don’t even need a website to send anybody to the product because if it’s an existing product, you’ve probably found it

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because it's on somebody else's website. Become an affiliate for it, tell people about it. As they go to it, you can profit. You can do that instantly. That's my quick answer.

Joel: And just for an example, a very good friend of mine who's a co-host in a radio show, Frank Garon ... you've met Frank, Dr. Joe.

Dr. Joe: Yes.

Joel: He is one who actually did not have money. He was actually bankrupt when he started marketing online, and he just did it with affiliate programs. In fact, it was only late 2001, in his third year, when he had his own product. So yes, it's very possible and it has happened, where you can start with actually zero, negative investment, and people have done this, absolutely.

Dr. Joe: That's a good example, too, because wasn't Frank a truck driver?

Joel: Yes, he was.

Dr. Joe: As I remember the story, he was a truck driver and then he started selling things online, but they were not his products. They were other people's products that he just became an affiliate for. And you have products, and I have products, and we have affiliate programs set up for all of those. So you don't even have to look far if you wanted to find immediate products.

But the more important advice there is to find the products online *that you personally love*. This is my own philosophy about doing business: You'll do so much better if you find or create products that are based on your

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passion, that come from your own heart, that sincerely move you. So if they're products that you've already bought or you've come across online, that you really love for one reason or another, investigate and become an affiliate for that. If there's not an affiliate program set up for it, write to the people selling it and ask them to start one, or offer to start one for them. I think being imaginative and having initiative and being persistent are some of the 3 keys to major success online and off.

Joel:

Great. Thank you, Dr. Joe Vitale. Folks, just so you know, we are not mentioning the names of people who ask, for privacy and confidentiality reasons. I hope that's obvious, but I just want to make sure that's known. We're doing this basically at random, based on the categorization that we have done on the questions.

The next question on this general topic is:
“What are the very basic steps I could take to establish a website? How do I register the site, and how much does it cost?”

Dr. Joe:

That's an interesting one, because I keep running across people who have two beliefs about websites. The first is that they have to have one, and I have found that you do *not* have to have a website. I could teach people to make money with just e-mail, and they could even teach e-classes, which I've done and can talk about during this week or next week's call. You could do business online with simple e-mail. You do not have to have a website.

And then, the second thing I come across is people believe websites are very expensive.

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Well, you can get a website hosted for free at www.doteasy.com. And, of course, you can also buy websites and pay minimum fees for it. But if you really wanted a website and you were absolutely broke and all you had was e-mail, shoot, you can go to www.doteasy.com and have one for free, pretty quick.

Joel: Yes, the source that I go to -- just to answer this question, Dr. Joe, on my end -- the company that I go with is www.GoDaddy.com. It's \$8.95 and their hosting is \$4.95 a month, and you don't really have to know HTML. So that's the cost. Now, I do have an example. A friend of mine who I met about 3 years ago -- his name is Bob Gatchel -- he actually made about \$30,000 on a website that cost him the price of a tire of a bike. And this is his story.

Dr. Joe: That's a good example.

Joel: He's not a techie, so what he did was he got a neighborhood teenager who needed a tire for a bike who had the skills to create a website. So that was the barter.

Dr. Joe: That's wonderful, Joel. I love it, and you know, I've got to point out, the way you just expressed that was such a beautiful copywriting statement. I can see a headline that says something to the effect, "How To Get A Website For The Price Of A Bicycle Tire." Doesn't that sound like an intriguing headline?

Joel: Very intriguing.

Dr. Joe: And, I'm pointing it out because people on the call, if they want to make money online, they want to begin to think like a copywriter and to

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think like a marketer, and they're just subtle shifts. Joel just said it in natural conversation, and I just had the ears to pick it up, and maybe you heard it, too, as you were listening. But that's a wonderful way to express yourself! Yes, you can have a website for the price of a bicycle tire. That's good.

Joel: Just a quick note on this one. I have a 9-year-old nephew who is learning Front Page right now in the last 4 weeks. So we were having lunch Sunday, and I said, "Rudan, can I hire you as a webmaster part-time next month?" And he said, "How much do you pay me?" And I said, "I don't know. Five bucks an hour?" And he said, "No, I want a raise," and I said, "OK, I pay you 10 bucks a month," and he says, "OK, deal."

Dr. Joe: How old? Nine?

Joel: He's 9. He said, "Hold on a sec! No, that's not right. Ten bucks a month is a lot less than 5 bucks an hour."

Dr. Joe: Wonderful.

Joel: So he's learning how to do it. Actually, the reason why I said that is because the next question is this: **"Can I create my own website even if right now I don't know anything about web design? Should I make an easy, simple and cheap automatic site, created in 20, 30 minutes, or should I hire a professional designer?"**

Dr. Joe: Well, I could tell you first that you can use a lot of free software that's out there to do your own website. I just learned of one the other day that gives you a 30-day free trial, which

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gives you the complete software to use. You can make your own website in that 30 days and then not buy it [the software]. It's at www.macromedia.com.

But, I also want to point out that I've never made any of my websites, and I think at this point I have 17 websites. It might even be more than that. The first comment on websites is that I try to have a website dedicated to a product, and I learned this from Mark Joyner at Aesop Marketing, from my years of being with him. He was the guy who brought out my first e-books, and I'm very loyal to him, and he's been bringing out most of my e-products. Except now, he's going out of business and I'm doing it on my own. But I still don't make the websites. I have other people make them, and they are easy to find.

So, first of all, you can do it yourself. Use Macromedia, and there are probably other sources that Joel will mention in a second. You can find people that will do it. Joel has a 9-year-old that might do it for you for \$5 a month! And you can always -- and this is one of the things that's brilliant to do as a strategy -- one of the most brilliant strategies to get things done online is negotiate to have your website done for a piece of the action. Meaning that if you want to have your website set up and you want a product set up, get other people to do it and promise to pay them 5%, 10%, 15% of whatever's sold. And that's all negotiable, of course.

Don't even use the numbers I gave as the rule. It's *all* negotiable. You don't pay anything up front; you pay when it works.

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You can even get all of the work that you want done, done on a negotiating basis, and maybe...can I just tell this story about Joe Kumar right at this point?

Joel: Oh, absolutely, absolutely.

Dr. Joe: Because, it ties in so well. I got an e-mail a couple of months ago. I get hundreds a day, and this was like many of them, only in the sense that he was wanting me to write a 30-day marketing strategy to answer the question, "How Would You Do Business Online If You Had \$100?" I think he even said, "... if you have \$100 and no product, what would be your 30-day marketing strategy? How would you implement it online?"

He said he was putting together an e-book, and he was writing all the marketing gurus, and he wanted to know what their ideas were, what would be their 30-day plans. Well, I thought he was crazy, and I wrote back and said, "You've got a lot of nerve." I mean, I was much more polite than that, but I said, "You do have a lot of nerve. You're asking marketing people who are very busy to spend time coming up with a 30-day plan, which would take a lot of work." I said, "I'm not going to be doing this, and I'm being kind in writing you and saying why I'm not going to do this."

He immediately wrote back and said, "Look, my name's Joe Kumar, I'm 17 years old, I live in Singapore, I'm trying to make myself a business online. I don't know what I'm doing, so please help me, and please forgive me ... and would you write a 30-day marketing plan?" And then my heart opened up to him,

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and I went ahead and I wrote a 30-day marketing strategy for him. Well, so did 29 other marketing gurus. We all got the same kind of e-mail.

So get this: Joe Kumar had an idea, he's 17 years old, he's a teenager in high school, in Singapore, he's playing on his computer. He writes to 30 different marketing guys and gets all of them to write back, so Joe's getting a book created that he did not write one word of.

The second thing he did was, he needed a website. Well, he's a teenager, he's broke, he doesn't have any money. So, he went to - - and I believe he went directly to Jason Mangrum and Jo Han Mok, who are my sidekicks in business right now. These whiz kids are my guardian angels and the guys who are helping me with most of my websites. And Joe Kumar said, "Will you guys help me? Jason, will you build the website, and Jo Han, will you write the sales letter? And I can't pay you anything." He said, "If the thing sells, I'll give you a percentage of what comes in after the fact." Well, Jason agreed. Jo Han agreed.

They put the website up. Jo Han wrote a wonderful sales letter for Joe Kumar's book, and in the first 3 weeks of putting this thing up...now, please understand the story: he didn't write the book, he wrote the e-mails to people, he was a complete stranger, he was totally unknown, he didn't write the website, he negotiated on that.

Joel: He probably didn't even edit it, right?

Dr. Joe: He what?

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- Joel:** He probably didn't even edit the book.
- Dr. Joe:** As far as I know, he did not edit the book either, but I don't know that story. He didn't write the copy, that's for sure. In fact, he was nervous about the copy. He thought it was too hard-hitting, and he showed it to people like me and said, "Jo Han wrote this. Is it any good?" So, Joe Kumar didn't even know how to judge what he was getting in.
- The final result was he made \$93,000 the first 3 weeks of selling that book -- the book he didn't write, the website he didn't design, the sales letter he didn't write! He's still in school, but he doesn't study as hard now.
- Joel:** That is an amazing story. That is an example of using creativity to really have a website, an Internet business.
- Dr. Joe:** Yes, and I hear from people -- you probably do, too, Joel -- who will send us e-mails and say, "I'm working on an e-book. Will you contribute an idea, an article, or will you answer this question?" And they'll compile all the answers into a new product, and they'll have an instant product which they're not writing.
- Joel:** In fact, when I first started, Dr. Joe, I created my website. But after that very first website, which took me 2 months, I decided to get somebody on a contingency basis like Joe did, and that made a lot of difference. So really, to answer the question of this person, if you don't have the money, you could actually use Netscape Composer which is free, because Netscape's free, and anybody who's interested in getting a tutorial on how to do

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that, I have resale rights to a book on how to do that. Just send me an e-mail to Joel@SuccessAccess.com, and just put in the subject line, Website Tutorial.

Now, if you can do what Joe did, that's brilliant, too. The way I did it was I talked to somebody that I met online, and he's now my full-time webmaster. His name's Brian, but in the beginning, which was 3 years ago when I first met him, I was just checking him out, how his skills are. Then 6 months after we met, I decided to propose to him and said, "OK, for a piece of the action, would you be willing to do the websites for me?" Now I hire him directly. So whatever stage you are in, whoever's listening to this call, whether the recorded version or the live call, there are ways to make it happen, whether you have no money, little money, or if you can afford to give away a part of the products, or you can afford a full-time webmaster like me and Dr. Joe can right now.

Dr. Joe:

Well, also, I guess I should point out right now, that if they don't know where to look to find these people, that there are 2 great sites that are clearinghouses for resources. For example, if you're looking for graphic help and webmasters and so forth, you can go to www.Elance.com. It's free to post whatever job it is that you're trying to get somebody to do for you. I have found cover designers there, and business card designers there, and it's usually graphic-oriented. But my point is, they will post a price of what they want you to pay for it. But once you see who's bidding on the jobs, you can write to them direct and see if you can work some kind of other arrangement out.

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And if you're looking for writing help, there's a new website that's similar to Elance.com. It's called www.WritingTalent.com and you can post for the writers that you're looking for.

So, again, Joe Kumar didn't do any of his writing. He wrote to the people initially, and they were very brief and they were even oddly written, which made them a little bit charming to look at. But the book he had done by other people, and the website, and his copywriting. You can do the same thing. That's the whole point. You can do the same thing.

Joel:

All right, on to the next question: **“How did you and Joe first start online? I'm interested in the story of how you guys got to where you are.”**

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Joel: We have all evening. No, I'm kidding. Go ahead, Dr. Joe. How did you first get started online?

Dr. Joe: OK, I'll give the quick story. I was on the Internet before it was the Internet. It was a collection of BBS boards -- bulletin board systems that were basically people who would have a computer in their house with 25 phone lines going into it, and they would be neighborhood communication sources. People can call into that same number and all be on the same computer. It was a miniature Internet, and as the Internet opened up and all of those computers joined together to become, we'll say, one, and the Internet was born, I went right with it.

But I began as an Internet skeptic (and I told you this story in person, Joel, when you were here) in the sense that I did not believe you could make any money online. My introduction to the business side of the Internet was when I was writing business articles for *DBA Magazine* in Houston many years ago, and NASA invited me to come down there to see their computers, and they said they would give me a tour of the Internet.

So of course I went, and what a joke! I went into this big room that had a small computer, a desktop-sized computer even at that time, and on the monitor was an actual satellite picture of the globe, in real time. It was the planet, and it was moving very slowly. And they proudly pointed at it and said, "We can tell the weather anywhere on the planet by looking on the Internet." And I almost laughed. I thought, "Well, who cares? If I want to know the weather, I look out the window. And I definitely don't want to know

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what the weather is in Africa or Germany or Italy until I'm going there ... and when I get there, I'll find out what the weather is."

So, I was not convinced you could make money online, and I said so in my column. Well, as I say, I was online and I was in various groups. I was in publishers' news groups and marketing news groups, and I would post my comments and respond to other people's comments and answer questions and post questions, and people would write to me offline. They'd write me personal email and say, "Oh, I really like the way you think. How much do you charge to write a sales letter?" Or ... "How much do you charge for a consultation?" And suddenly I was making money online, and I thought, "Oh, wait a minute, you *can* make money online, but there's a different set of rules."

So I started to learn, yeah, you can make money online, but it was almost like non-selling to get the selling. And it wasn't until Mark Joyner wrote me -- and he wrote me for two full years. (This shows you that I am not a genius. I was real slow to grasp this opportunity.) Mark Joyner wrote to me for two full years saying, "Joe, I want to start selling e-books. I'm starting my company called Aesop. I love your work." He had read...I wrote one of the first books on Internet marketing called ***Cyber Writing***, which is now out of print, but he loved it. He said, "I want to put that book or any book on the Internet. Give me something to turn into an e-book."

And I kept stalling him because I love books. I'm a bookaholic. I've got all kinds of books around me. I write them, read them, review them, sell them. Anyway, I didn't think

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anybody would buy an e-book, so I kept telling Mark, “No, no, I don’t have anything. It’s not going to sell.”

Finally ... he was very persistent, which is another key to success. This is another learning story here for everybody listening. Mark was very persistent, and he said, “Just give me something, even an old manuscript.” Well, I had an old manuscript that I used to sell in the back of the room in Houston when I was giving talks. I would sell this spiral-bound book in the back after my talk. And I said, “Here, I’m not giving these talks. I’m not selling the book. Here, just take this and see what you can do.”

So he took it, he inputted it, he put up a website for it, he wrote a sales letter for it, and that sales letter was so good and so strong, I read it and wanted to buy my own book!

That was ***Hypnotic Writing***, and it’s still at www.HypnoticWriting.com. If you want to see a great sales letter, go read that. Mark wrote it, not me. We sold, I think, 600 e-books overnight at about \$30 a book. And you talk about a wake-up call -- because I realized I didn’t print that book, I didn’t fulfill that book, I didn’t store that book, I didn’t have to pack an envelope and take it to the Post Office and run a credit card ... I didn’t do anything! It was like an invisible book, and we sold it for more money than what we did a traditional book. So I tasted blood and I said, “Mark, what else do you want from me?”

He’s now published about 11 of my e-books. I’ve done many other e-books on my own. He even took a video that I had done years ago

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in Houston for PBS television. I had given a talk, and I waived my fee with the agreement that they would record my speech on a high-quality Beta cam so I'd have an original videotape. And he took that and said, "I want to put it online." And again, I thought, nobody's going to pay to watch a video on their computer. Again, I was wrong -- it still sells. I think it's at ... what is it at? I don't remember the exact website, but it's still online. Mark's still selling it. So that's my quick overview. It's been a skyrocket since then.

Joel: I think it's AdvertisingThatSells.com.

Dr. Joe: That's it, thank you.
www.CreateAdvertisingThatSells.com -- that's the website.
www.CreateAdvertisingThatSells.com is where the video is. So, there's my quick story. What's yours?

Joel: In my case, it was an interesting digression from what I did prior to Internet marketing. Most of my list members know this, but many of the people from your list, Dr. Joe, probably don't know this: I was a licensed physical therapist for 13 years before I started [on the Internet]. I am an immigrant, actually now a U.S. citizen. I came from the Philippines, so English is my second language, as you can probably tell from my accent.

But, kidding aside, I started thinking about making money online the month after I got married, which was April of 1999. So that was a little over four years ago. I saw the computer which I used in my private practice - - that I actually closed because I moved to Texas from Virginia -- and I said, "I can do

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something with this.” I heard you could make money online, so I did about six months of research, but didn’t really *do* anything, which was, I think, a big mistake. I should have done something, learned, and done something and learned, but I didn’t do that, and I was....well, my wife can tell you, I still am a cheapskate. I wanted to do it my way, so I didn’t hire anybody to do my website.

It took me two months to create my website, and believe it or not, I started my list and actually (to answer some of the questions that I read earlier) by asking co-workers of mine -- family, friends, associates -- to be part of my newsletter list because from what I read, having a list is the key. That’s what I did, and by the time I launched it, January 1st, 2000, I had about 40 people that signed up to my list through email. They didn’t know what they were signing up for.

Dr. Joe: You had 40 people?

Joel: Yeah, 40, just by asking them, calling them or sending them an email, and I launched it the day that -- or night that -- supposedly the Y2K was going to happen. I knew it wasn’t going to happen, so I did a challenge of creating that. And I started promoting affiliate programs for about a year. Made full-time income that August because I forced myself to quit my job because I just got tired of it. I was unhappy being an employee. So I quit and I told my wife, “You know, can ...?” -- it was really tough for me to say this -- I said, “Would you kindly pay our bills for the next two months? And I promise, I promise, that whenever you have a baby ...” (at that time, we were thinking of having a family), I said, “I promise that whenever we have our first

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baby, you don't have to work if you don't want to." Which, by the way, happened last year when we had our first baby.

Then after that, I learned about how to market Internet seminars because I go to a lot of seminars. In fact, if not for a seminar, I would not have met Dr. Joe Vitale in person. This was a seminar that was held in Las Vegas by Mark Joyner and Jay Conrad Levinson, if you remember that, Dr. Joe.

Dr. Joe: Oh, yes, I remember well.

Joel: And that's how I started really. I've been going to seminars for the last three years. I've been to 25 and I've have spoken at 15 of them, so more than half of them, because I prefer to speak than to write, believe it or not, and I have a huge list. But because English is my second language, I prefer to speak and explain things verbally. That's a better medium for me.

Now, how I got to where I am is an interesting, quick story. I was interviewed on a teleseminar the first month after I was invited to speak at an event. The joke is, I'd been to so many seminars that they got tired of me sitting in the audience, and they put me on stage. So this guy interviewed me and he said -- George Callens is his name -- he said, "Joel is the Master ListBuilder." I said, "Wow, that's a good name."

I went to www.GoDaddy.com and looked up MasterListBuilder.com, and guess what? It was available. Snatched it, and really built that "brand" as the Master ListBuilder with the story of how I tripled my list, which I will relate in the list-building questions. So that's really

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how I got here, in terms of, I guess, the name recognition. That's my quick story, sir.

Dr. Joe: Great story. Great story.

Joel: Thank you. The next question says, "**Could this result in residual income?**" I guess they mean, "**When you're making money online, could this result in residual income?**" That's the next question, Dr. Joe.

Dr. Joe: OK, **they're referring to long-term passive income?**

Joel: Yes.

Dr. Joe: Well, absolutely, and that's my ultimate goal. That's what I worked for for many years, that's what I have now, and that's what I worked to just enlarge. So if the question is can you do it, the answer is: Absolutely. I do it, and I know many others that are doing it.

Joel: Yes, and residual income can mean people who are promoting the multi-tiered affiliate program or the network marketing compensation panel. Even, in a way, the digital product can be considered residual in that you're not really trading time for money. Like right now, Dr. Joe's probably making \$1,000 right now with these e-books all over the place being sold. That, to me, is a good residual income.

Dr. Joe: Yeah, and I guess it's worth mentioning one of my e-books that was co-authored with Jim Edwards. It's called How To Write A Book, and I think the exact title is something like, ***How To Write And Publish Your Own eBook In As Little As 7 Days***, and it's

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subtitled ***How to write and publish your own OUTRAGEOUSLY Profitable eBook in as little as 7 days – even if you can't write, can't type and failed high school English class.*** It's described at www.7dayebook.com.

That book has been a #1 best-seller at Clickbank for one solid year, and it has not moved. We get huge checks that we split every month, twice a month, as Clickbank -- which is at www.clickbank.com and we'll probably mention later -- it's a great source for people to begin selling products, whether their own or somebody else's. And this is also worth mentioning because Jim Edwards was unknown to me. He wrote to me at one point because he had a small column, a newspaper column for a city in, I believe, Virginia, and he wanted to interview me.

This was many years ago, in the early days of the Internet. I consented. I did an interview, months passed, and he wrote back to me and said, "Hey, remember me? I'm the reporter who did this interview." He said, "I have an idea to write a book to help people write their own e-books." He asked, "Could I be the co-author?" And then he went on and said the good news to me. He said, "You don't have to write a thing. Just give me the material, give me your ideas, point me to whatever is already written. I'll compile it, I'll put it together, I'll write the book, and I'll just keep showing it to you, chapter-by-chapter, for your feedback. "

Well, he made it a no-brainer for me, and this was very much like the Joe Kumar story, only Jim did do the writing. I gave him all that I could find, all of my little bits and pieces on

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how to write a book, how to write an article, how to do an e-book. Jim put it all together. We had a deal that we just created this and split everything. He put it on Clickbank, and the rest has been history. He's gone on and done four, five, I don't know, maybe seven other e-books with other authors, doing the same kind of system where he goes to them and says, "Let's create a book. I'll do most of the work." And he also became known because he hitched his unknown name, at that time, to a known name.

So I'm bringing this up because here's been passive, long-term, residual income and here's been another success story that started out as unknown, and now he is a marketing guru in his own right, as well as Joe Kumar. Joe Kumar is, too, even though he's 18 and he's only got one book. His story has elevated him into the ranks of "let's pay attention to this guy."

- Joel:** Amazing. You know, that is residual income, Dr. Joe.
- Dr. Joe:** Absolutely, and that's what triggered it for me.
- Joel:** Huge residual income.
- Dr. Joe:** Absolutely, that certainly is.
- Joel:** Doing it one time and making money over and over again.
- Dr. Joe:** That's right.
- Joel:** That's incredible.
- Dr. Joe:** Well, we are going to come out with a published version of that, which ... oh, there's

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so many things you could do online to make so much money, my head spins sometimes, and I want to go off on all these rabbit hunts to tell you all these different stories, and I'm trying to stick to ... what is the next question?

Joel: Next question: **“Having spent most of my savings this year on products and information to help me achieve financial freedom so I can focus more on giving back, I find I have reached the point where I have no more money to spend to make money. How is it possible to make money on the Internet with no product and no money to start up?”** Oh, and I think this person has two more follow-up questions because these are related, Dr. Joe.

Dr. Joe: OK.

Joel: And: **“How much time will it take from day to day, as I am self-employed and want to keep my art business going, which is my passion? And, how long will it take before I see financial results?”**

Dr. Joe: You know something? I'm listening to that question and I hear something in that question that's not actually spoken. I could be wrong, but my intuition says to speak out here. That person sounds like their real passion is not making money on the Internet at all. Their real passion is ... didn't they say art?

Joel: Yes.

Dr. Joe: That they had art that they wanted to pursue?

Joel: Yes.

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Dr. Joe:

And, I think that's a clue to where your wealth is. Just because you hear that people are making money online, doesn't mean that you need to go online and try to make money, any more than if you suddenly heard that you can make money going to the rodeo and selling cows. It doesn't mean you have to suddenly go to the rodeo and start bidding on cows or selling them.

And that's just a very spontaneous, wild example to point out that I believe your secret to making money doesn't come from focusing in one particular place where everybody is going. It's not necessarily the Internet. It comes from *your* inner compass. It comes from your inner nudge saying this is what I want to pursue, this is my passion! So when that person says, "I'm not making money on the Internet," or "I've spent all this money on the Internet," well, to me, no kidding. It's no kidding that you're not [making money], because that's not where you need to be.

And I'm speaking to that person in particular, because somebody else might *need* to be on the Internet. But, that person has given me a clue that, you know, their business, their passion is actually offline, and it's with their pursuit of art. Not that they can't take that art and they can't put it online, but the way they phrased the question just conveys to me that this is one person that maybe doesn't want to be online for any number of reasons and maybe shouldn't be online. I would say follow your inner guidance and follow your passion.

If there's any one secret that's been a key to my long-term success, and I'm talking about having books published 20-some years ago, long before the Internet was out there, so I

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had success offline before I got online. I would say the only thing that I've really done is followed my passions. Whenever I got enthused about something, I went in that direction.

When I was interested in Bruce Barton, the founder of BBDO, one of the largest advertising agencies in the world, I went on this quest that ended up with me writing a book called ***The Seven Lost Secrets of Success***, which has gone through 11 printings. It's still in print. Nightingale-Conant sends it out with every one of their tape sets that I recorded with them. One person loved the book so much, they bought 19,500 copies of the book.

But my point is I didn't go in that direction to make that money. *I was following my passion.* I was truly enthused, curious, mystified by somebody called Bruce Barton. That journey ended up with me writing a book. I didn't know I was going to write the book. I didn't know the book would be so successful. I didn't know that one person would buy 20,000 copies of the book. I didn't know Nightingale-Conant would pick it up. I didn't know. All I did was follow my passion. I believe that is a Holy Grail way of approaching wealth in your life. Tune in to yourself. Maybe it's to be on the Internet, and maybe not.

Joel: Dr. Joe, could this be possible, too, that she focuses on -- or he, I'm not sure -- will focus on the passion of art and find somebody to do the online marketing for his or her art?

Dr. Joe: Absolutely, and that's why I had mentioned that maybe you can still put this online.

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There's nothing wrong with putting it online, but maybe that person isn't the one who wants to put it online. Maybe for one reason or another, they just want to create art.

I also learned that delegation is a great key to success. I had learned this from Bruce Barton when I did that book on him. I learned it from P. T. Barnum when I did my book on him. These people did not do everything. And I don't do everything.

Some people write me and say, "How do you create so many products and so many books? Your name's everywhere! How do you do it? Are you a workaholic? Do you ever sleep?" And I'm thinking, you know, I do it because I'm not the only one doing it. I've got web designers, I've got other people to help me with different things. If I have questions, I go and get help.

We mentioned earlier that Jenny Meadows is my copy editor. She's on the line listening to this call. Copy editor, and she's my proofreader. She's on the call, so I've got that. I've got Tom Parish doing audio. I've got resources that I go to. I either pay them outright, or I'll work out a negotiation, depending on what the fee is, that they get a piece of the action as it sells. I don't do it all myself. And this person who wants to do art doesn't have to do the Internet if they want to be on the Internet, but doesn't want to do it themselves.

Joel:

Great answer. I love that. Thank you, sir. Next question is: "**We all have problems to overcome, and I imagine that the biggest one is money for Internet business. I am not greedy, but I would do anything to**

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allow my husband to be able to quit his job and stay home or find something closer to home. Is \$5,000 a month expecting too much for an average person to make on the 'Net?'"

I think it's realistic, depending on what you're selling and depending on the target market that you're aiming at. You know, how average can you get, compared to a high school kid from Singapore? Joe Kumar made what?

- Dr. Joe:** \$93,000 in three weeks. He just came out with Volume 2 of his book, by the way. Joe Kumar has Volume 2 of his book, which he did not write, either. He went to everybody and asked them for more contributions. He went to new people and asked for more contributions, and he has Volume 2 of his book, which he's selling, which he didn't write.
- Joel:** By the way, I sent him an email last night, Dr. Joe. I said -- you know, more than likely he'll be mentioned a lot in this call -- I said, "Can I interview you in my Teleseminar series?"
- Dr. Joe:** Oh, good, good, good, thank you.
- Joel:** I'll let you know what he says.
- Dr. Joe:** Good, thank you, I'd love to hear that phone call, too.
- Joel:** Yeah, I will schedule him as soon as I can.
- Dr. Joe:** Yeah.
- Joel:** Kewl.

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Dr. Joe: Now, Joel, this person who asked this question about I'll do almost anything, I want my husband to get off to work and \$5,000, is that reasonable ... of course it is reasonable, but I think -- again, I'm reading between the lines -- but I think there's a certain desperation that I hear in that letter. I saw a lot of these emails that had desperation. I mean, my God, we heard from hundreds of people, people that are broke, they're 50 grand in debt, they're losing their house, they lost their job, some are disabled. I mean, sheez, they're heartbreaking, there's so many of these.

Joel: Which, by the way, we will keep confidential.

Dr. Joe: Absolutely.

Joel: Absolutely confidential. So, you have your privacy protected. I just want to make sure that's clear.

Dr. Joe: Yeah, absolutely. The thing that bothers me, and this ties into how I introduced our call this evening, is the idea that if they're in a desperate place, then they will probably create more of what they already have. And I know I'm speaking metaphysically, if not at least psychologically, but if you're in this place, this mindset, of hopelessness or desperation, and you need things to work out -- you don't just want them to work out, but you *need* them to work out -- that is not a good place to be, if only because you can't think straight. There's no clarity in your mindset at that point.

Stuart Wilde wrote a book years ago -- it's not particularly a great book, but I always liked the title -- and the title is ***The Trick To Money***

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Is Having Some. And what he meant, metaphysically, is that if you want money, you have to pretend that you already have it. You have to come from this mindset of ease and abundance as if it's already so. Because if you come from the ease of abundance and if it's already so, you start to attract that into your life.

I know this may be so bizarre for people to hear. To some, it may sound very foreign, and other people are going to immediately click to it. It's been the truth in my own experience. When I came from desperation ... I mean, I remember being a cabdriver and I absolutely hated it. I was a cabdriver in Houston 30 years ago and I didn't even know the city. I was lost most of the time. I couldn't get the clients I needed, I had to rent the car, I couldn't make the money for that. I was writing checks to try to feed myself and my wife at the time, and they were bouncing, so we weren't even eating. It was horrible! And when you're in that mindset where you're desperate for things to work out, it's almost impossible to create something that will work out.

So what I'm trying to suggest here is that you have to take a deep breath, you've got to calm down, you have to look around yourself and look at the wealth that you *do* have, because the reality is -- and Joel, you can probably support me on this because you've traveled more than I have -- that the person in America that's living in a one-room apartment with maybe not even a TV but a small fridge, is living like a king compared to some people in third-world countries. And you've got to look at that and realize, you know, I have an

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abundance right now. I am OK. In this hour, in this moment, right here, right now, I'm fine.

And out of that clarity, then you can decide, OK, what can I do on the Internet, or what can I do somewhere else to bring in the money that I want to bring in? But, the desperation, that pressure, is taken off.

Joel: Dr. Joe, you have touched something in me about that comment. I just came back from the Philippines, my home country, my original country, and it's considered a third-world country. Believe you me, what you said is absolutely true. Every two or three years, I go home, and I kiss the ground when I get back to the U.S. because there's so much abundance in this country, you won't believe it. In fact, I still remember so well the first year I got here. It was like wow, this is an amazing country. Back home, Dr. Joe, a college graduate, they're lucky to make \$200 to \$300 a month.

Dr. Joe: Wow.

Joel: And what if you have a family? What if you have kids? And, that's somebody who went to a nice college and had a degree. Now, what about those who didn't? I was fortunate enough that I didn't experience poverty because my father was a doctor and Mayor in our town. But I was surrounded by it, and you can really see the difference because in the small town -- I mean, it's composed of fishermen and farmers -- that I made it my mission to send these poor kids, some of these poor kids (I can't send them all because there's many of them) to school.

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And I met with two of them that actually graduated from accounting school. They're now certified public accountants, and it's such a great feeling that they're now making enough money to sustain themselves and send help to their family in the province, so you are so right. That's why to me, a great therapy -- if you can afford to do it when you make your money online -- is go to a third-world country and just live there for maybe two weeks to a month. You will come back kissing the ground of America, or the UK, or Australia or Canada, if you're in a first-world country. That's my comment on that.

Dr. Joe:

That's a wonderful comment. I just want to remind people that we're living like kings and queens compared to those other countries. And then I also want to say, yes, you can make that money online. I think when you have the clarity of thought, you can look around and then you can start to see, oh, I have this hobby that I do. Maybe I can turn this hobby into an online course; maybe I can turn it into an e-book; maybe I can turn it into an e-video; maybe I can turn it into an e-class. Because everybody listening has some claim to fame.

And when I say "claim to fame," I don't mean putting you on *60 Minutes* or on *The Tonight Show* or anything like that. I mean that there's something that you do. It could be that you play an instrument or there's a particular form of art, or you write poetry or you can make cars, or you've invented something, or you've created recipes, or you're from another country and you've discovered something there that's been unknown in this country. I don't know, I'm just adlibbing, but there's something, and I'm

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encouraging you to stretch your imagination, to brainstorm.

I've seen people online sell birdhouses, buggy whips, snow, dirt, just about anything that you can name. I saw a website recently that was called, "How To Teach Your Parrot To Talk." I mean, there's just about anything that's going on, and you could even have tangents to what's already been created. You can create a product that's an offshoot of an existing product. There's just so many things that you can do, but when you have the clarity, when you're relaxed, when you're not desperate, then you can start to explore the Internet and explore your own life, and even look within and say, "OK, what is it that excites me, and how can I turn it into something that I can sell that would excite other people?" That's really where I think it's at.

Joel: Great, great. Next question. Are you ready, Dr. Joe?

Dr. Joe: Yes. Bring it on.

Joel: **"There is so much information out there when you're trying to start something online. How do you know what is worthwhile and what is just a bunch of hoopla? Where do you start and stop? I think information overload is a problem for many of us who are starting from scratch and trying to educate ourselves as we go."**

Dr. Joe: Well, I can jump in with a comment.

Joel: Go ahead, sir.

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Dr. Joe:

My comment is, I believe in the power of intention, and I believe I mentioned it, but maybe too briefly, at the beginning of the call. I believe that we need to set an intention for everything that we want to accomplish. You can set an intention for this phone call, an intention for this evening, an intention for tomorrow, an intention for the month, for the week, for your life. I believe in the power of intention. When you declare what you want to have, do, or be, you orchestrate the forces of the universe, including yourself, to go in a particular direction. And what I feel there is, is that the intention on how you want to make money online will help you clear the path to what's relevant to you.

Years ago, when I was speaking in Houston, I used to teach these writing and publishing classes, and I was telling them about the power of intention even then. I said, "Imagine if you walked into the library, downtown Houston" -- which was a big, three- or four-story building with wall-to-wall books -- "where are you going to go look? What book are you going to pick up first?"

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Dr. Joe: And the point is, if you don't have an intention, you'll just stand there and get dizzy. You'll stand there and be overwhelmed with information because that's all that there is: information. Well, the Internet is the same way. You can go online and start browsing, start looking around, start exploring, start buying this product, buying that product, listening to this marketing guru, that marketing guru. But if you don't have an intention, all you will do is just swim in a sea of confusion.

You have to have an intention that declares, OK, I want to go online with my own product and make so much money in 30 days what's the best way to do it? Then, you start to search, and when you search, you're dismissing all the things that aren't relevant to your intention. So I think clarity of purpose is the answer to that. In my opinion, anyway, Joel.

Joel: I totally agree, Dr. Joe. When I first started 3 years ago, I actually lost...I didn't tell you this, Dr. Joe ... I lost 10 grand my first 8 months online.

Dr. Joe: Oh, OK.

Joel: Because I was buying everything, joining every downline there is and every available business opportunity there, but I eventually lost 10 grand, and more than half of that, my wife didn't even know. I just told her after I made a good sum of money a year later. I

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didn't really tell her because I was using a different credit card for the other purchases, and she didn't know -- which I'm embarrassed to say now. So I agree with you ... the clarity of purpose is so true.

Now, one thing that I could tell you that really held me back to the focus -- well, *that's* the word. It's really "focus." I call it MBM -- Mission-Based Marketing. See, 11 years ago, I sat down and wrote my mission and my vision for the future. And I wrote down my ... what's the word? ... my exit strategy, at age 25. I said, "I'm going to go back home, buy myself an island, convert it into a resort, have my rich friends from the U.S. like Dr. Joe Vitale as my guests, and have the people from my hometown work, and get them jobs." I also had this goal of sending 50 kids to school, the kids who are poor and can't afford it, because my father did it and I was really inspired by that.

So whenever I get distracted, I always look at my mission, which is in front of me in my home office all the time. I look at it and say, "Is this within my mission? OK!" Now, as part of that planning, that long-term planning, I have a 20-year goal, I have a 10-year goal, and of course, I have a 5-year and a 1-year goal.

One book that really helped me, and this was the book that I read just before the Guerrilla Marketing Boot Camp, was the ***Guerrilla Marketing*** book, the 3rd edition. It helped me because it asked me what are the 7 steps to

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a marketing plan, the 7-Step Marketing Plan. You remember that, Dr. Joe, at that seminar?

Dr. Joe: Yes.

Joel: And then write your 52-week marketing calendar.

Dr. Joe: Uh huh.

Joel: I did that for 3 weeks after learning the information, and I follow it, and I review it every month, and I say, am I on track? So, always focus. That's why I am focused on one niche area, which is list building, because I can only learn so much. I can't learn about search engines, auto responders or you know, meta tags and all this. But I know list building, so I focus on that.

And I always ask: Is this in direct connection with my mission in life, with my 10-year goal, with my 1-year goal? I always ask that question every morning, and it keeps me focused. So that, to me, is a way to avoid information overload.

And if you know your passion, oh, God bless you! Because when you know your passion, you know that you love to do what you love to do, or what you're doing right now without getting paid. Guess what? That's a source of wealth because you don't have to think -- it's part of your life, it's your passion. So, that's how I would answer that question as to how

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do you avoid information overload. Just focus.

You know, I learned something from my first teleseminar in this season. I interviewed a young man, whose name is Eric Lofholm. He's only 31 years old, but he's already trained 100,000 salespeople in the world. He was the #1 salesman for Tony Robbins. Do you know what he told me, Dr. Joe, about time management? He said, "Spend 14 minutes planning your day, writing down the most important thing that's important that day."

And then I said, "Why 14 minutes?" He said, "Well, there are 1400 minutes or something like that, 1400 or 14,400 minutes in a day, and that's only 1%. What you do for that 1% of your time will make a huge difference" ... in the remaining 1300 or whatever the remainder is. So, I said, "Wow, that's profound."

Dr. Joe:

That's a great example, and I'm glad you brought that up because I also use a to-do list and a goal sheet. I use the word "intention" because "goal" to me, or at least for me, is overused and not as strong to me as the power of intention is. I will create -- and I don't know if I spend 14 minutes or less -- but I will create my focus for each day and sometimes for the week as well. And it does keep me. There's room for spontaneity, but it keeps me very focused and very on track, because you can get easily distracted with other people's opportunities, other people's

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ideas, other people's dreams, and you want to follow *your* dream.

Joel: Absolutely. Now, we are 7 minutes past the hour, Dr. Joe. I know you are a busy man, and I am busy, but I also would like to cover many of the questions, so would you like to go forward?

Dr. Joe: Let's go a little longer. I'd like to keep going, too. We're warmed up now.

Joel: Thank you, I appreciate that.

Dr. Joe: Sure.

Joel: **“How is it possible to really make money online where I don't really feel that I am an expert at something another person would want to pay money for?”**

Dr. Joe: Well, I think the answer is similar to one we just went over a minute or two ago, where you don't have to be the expert that would end up on *The Tonight Show*. You don't have to be the expert that's being interviewed in *Business Week* magazine. But you're probably an expert on something. I really think your own example, Joel, of how you picked a niche, and you are now the king of it -- you're the ListBuilder. Well, there could have been other people that were list builders, but they probably tried to do list building and website building, and eBay selling and Yahoo listing, and they tried to be

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an expert in all categories. And in order for you to be recognized, you have to focus on one thing.

I'm largely known as either the Hypnotic Writer or the Spiritual Marketer, and I've gone through many phases because I've had many different books, but those are the two that people tend to think of me as, and they would be hard-pressed to think of somebody else in either one of those categories because I've written books on most of those. So I think the answer for that person is you don't have to be an expert in the traditional way of thinking what an expert is. You don't have to be an expert in whatever that person is thinking. It can be just a recognized authority.

Let me see if I can find a better way to say this. I've taught people how to teach classes online with just email, for example, and I've made a great deal of money and helped a lot of people make hundreds of thousands of dollars teaching what they know, without even a website. They just used email to convey the information. And I've told people that you don't have to have particular credentials. You don't have to be some sort of national authority or recognized expert, but you do need to have experience in whatever you're talking about.

So for example, if you want to say, "How To Lose Weight With Email And Drink Beer And Eat Pizza All Week," then you better have had the experience of losing weight with just email, drinking beer and eating pizza all week. So that would be your credential. That

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would be your experience, and by that token, you could be considered the expert.

It's the same thing with anything you can name. If you're an inventor of something in particular and you want to teach people how to be an inventor, the only thing they're going to ask you is, "What have you invented?" They won't say, "Are you the world's leading authority? Are you the world's recognized expert?" They just want to know have you done it successfully so that you can teach us to do it successfully. That's where the credibility comes from.

Joel: Dr. Joe, I would like to add this to the information that you've already given.

Dr. Joe: Yes.

Joel: I don't know about this, but I see myself as a regular guy. My wife can tell you that I'm as regular as you can get. In fact, I'm in my boxers right now. The thing is I never planned to be an expert when I first got online. I just wanted to make some money and feed my family and retire at 45. That was really my goal; that was a mission.

But there were some books, though, that helped me before and after I was being quoted as an expert. And by the way, if you don't have the money to buy this, go to the library and borrow it because you can. It's free. There's no fee to be a member of your library. The one book that really helped me,

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in terms of becoming a recognized authority in list building is a book called ***Become a Recognized Authority in 60 Days or Less***, by Robert Bly.

Dr. Joe: Robert Bly!

Joel: Yes.

Dr. Joe: Bob Bly is a fantastic author and a friend, and he was one of my mentors, and he continues to be. When I was first starting out in copywriting 30-some years ago, it was Bob Bly who helped me. I would write to him much like Joe Kumar wrote to me and he wrote to you and so many other people. I was unknown. I was struggling, and I wrote to an author. At that point, he had written ***Secrets of a Freelance Writer***, and he wrote back and was very kind. He answered all my questions, and now we're friends.

In fact, the tables turned. A year or so ago, Bob Bly wrote to me and he said, "Well, I want to come up with e-books, and you're the e-book expert now. How do I do it?" So he ended up coming to me two decades later. But Bob is brilliant, and that book's fairly recent, isn't it? A year or two old?

Joel: About a year and a half ago. In fact, Dr. Joe, I read it 2 weeks before my first speaking gig.

Dr. Joe: That's great.

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- Joel:** And the first thing that he said was, "Write articles." Well, I could barely write articles then because I prefer to talk. And then, the second thing was, "Be a speaker." I said, "OK, I can do that."
- Dr. Joe:** Yeah.
- Joel:** The other book...because you know, me and my wife have been talking how did this happen. I had a marketing plan, but I didn't have the expert plan, you know. It just happened. It just snowballed. But the way I analyzed it is I read other books and I said, "Hmm, wonder what I did last year that made this happen?" So, these are 2 books I highly recommend. Again, you can borrow these from the library -- ***Positioning: The Battle For Your Mind***, by Al Ries and Jack Trout.
- Dr. Joe:** Classic book, classic book. Famous classic book.
- Joel:** And you've got to get the 2001 version, which is the 20th anniversary edition, because it's the most current.
- Dr. Joe:** Yes.
- Joel:** Again, that's available at the library. The second ones are by Peter Montoya.
- Dr. Joe:** Oh, the branding books.

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Joel: Yeah, *Personal Branding Phenomenon* and *The Brand Called You*. Now, you don't even have to go to the library because you can just go to Barnes and Noble and read there. So those are the 3 contributions or 3 books I can mention.

Dr. Joe: Well, let me add something to that because those are great books and you mentioned a couple of great things. One of the ways that I became an authority very quickly and recognized in my field -- and this was before the Internet, but it also took place on the Internet -- was because of the books I wrote. I remember standing up in talks that I would give in Houston and I would ask... I remember very vividly at one particular conference saying, "How come I'm here speaking, and you're there sitting?" And everybody would say things like, "Oh, we invited you to speak." And I would say, "Well, why did you invite me to speak?" And somebody else would say, "Oh, you're the expert on the subject of marketing." "Yeah, well, how do you know I'm the expert?" And then somebody else would get to the point I was trying to make, "Oh, you wrote a book on it." And that's why I was there, and they were listening to me. I was considered an authority.

Now, if you look at the word "authority," the word "author" is right in it. So I have found that writing has been unbelievably powerful in locking me in as an expert in whatever I wrote about.

I wrote a book on P. T. Barnum, called *There's a Customer Born Every Minute*.

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I'm now considered a Barnum scholar. I wrote a book on Bruce Barton that I talked about, ***The Seven Lost Secrets of Success***. I'm now considered a scholar on advertising and copywriting. I wrote the book for the American Marketing Association called the ***AMA Complete Guide to Small Business Advertising***. As a result of that book coming out, I was considered an expert in small business advertising.

I can go on and on. I mean, with all of these different books that I've written, even with recent ones like ***Spiritual Marketing*** and ***The Greatest Money-Making Secret In History!*** ... well, suddenly I'm known as the Spiritual Marketer. I'm known as the Metaphysical Marketer. Well, why? Because I wrote things that positioned me as that. Writing has been profoundly powerful in getting me established in that way. So that is ... yeah, the writing -- as Bob Bly told you in your book, in the book you referred to -- and then speaking, are 2 powerful ways to get known quick.

Joel:

All right, thank you sir. These next 2 questions I'm going to ask successively because they're related, Dr. Joe. **"I don't have a website yet, neither a product, but I'm designing a service consulting, coaching, and training people in Brazil. I'd like to ask you for a tip, if you would use the same or a somewhat different approach in English or a non-English-speaking country."**

The second question is, **"Can you share with me your result after the seminars? I**

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would like to do a similar thing in the Greater China region. I would like to ask if you could share your success in trust building.”

Dr. Joe: OK.

Joel: I guess the question is: “**Can these principles apply...**

Dr. Joe: “**Overseas?**”

Joel: In other countries, yes.

Dr. Joe: Well, let me tell you what happened today. The mailman pulled up, and I went downstairs because when he pulls up, that means he’s got boxes for me and it always feels like Christmas. I want to see what came in the mail. And, there was one great big box from my agent, and inside of it were 10 copies of the ***Spiritual Marketing*** book in Chinese. So, my ***Spiritual Marketing*** book was just published in hard cover in a beautiful edition which, of course, I can’t read at all in Chinese.

And my early book on Internet marketing, called ***Cyber Writing***, which is now out of print here, was published in China about a month ago. I am finding that the Internet levels the field. You can quit thinking about will it work overseas if it works in the United States, because all the people that are on the Internet are, in many ways, equalized because of the Internet. I’m finding that if you

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have an Internet presence, they don't know ... the visitors to your site don't know if you're in the Philippines, if you're in Russia, if you're in Italy, if you're in Poland, if you're in Kansas, if you're in Canada, if you're in Wimberley, if you're in San Antonio. They don't know; they don't care. It doesn't make a difference.

What I see is that all the principles of selling still apply. I mean, you still have to have the 3 fundamentals to get anything sold. You need to have a product, you need to have an offer, and you need to have a list. Those 3 things.

You know, the offer is usually referring to the copywriting. The product could be a service, but it's usually yours or somebody else's product, and the list doesn't even have to be yours. If you have a zero list and believe me, Joel started with zero, I started with zero and you heard his story earlier where he ended up with 40 names to begin with by scrambling for them. It sounded like you made phone calls for them and so forth.

Joel: I was begging.

Dr. Joe: You were begging.

Joel: By the way, half of those are still subscribers to my list because I have a huge family.

Dr. Joe: That's one way to do it -- bring in your relatives!

Joel: That's right.

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Dr. Joe: My whole answer to that question ... and I would love to hear your answer to this same question because you're from overseas and visit overseas quite a bit. I've only been to Australia a few times, so I don't have as good of a picture of the world situation from a personal, physical standpoint of actually visiting. But from looking at an online presence, I don't see that it makes a difference, because people don't know where you are.

Joel: Absolutely. In fact, Dr. Joe, the way I see it is I've been to at least 4 different countries, and of course, one is dear to me, the Philippines which is considered, again, a less economically advantaged or, an economically disadvantaged country.

But actually, that is an advantage to be an online entrepreneur, and here's why. The dollar conversion in other countries is higher. The cost of living is lower. As I said, in the Philippines, if you have a 4-year college degree or higher, the majority make \$200 to \$300 a month. Well, guess what? If you have an online business, if you sell, let's say, an affiliate program -- which is free -- and you make a \$200 commission, there goes the monthly income of the average person.

So in fact, that is why my goal is to go back home and contribute. But at the same time, it's also an economic advantage, because guess what? If I'm making money in dollars, spending it in pesos and the conversion for

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every dollar is 54 pesos, so guess what? I multiply my dollar. I stretch my dollar literally. So it is actually an advantage, in my humble opinion, as to you being in a foreign country.

Dr. Joe: Wonderful answer.

Joel: Oh, I have another example. There's a guy named Belton, I forget his first name. He was promoting an affiliate program related to a dating site. He moved to the Caribbean because the cost of living is less there and there's still Internet access.

Dr. Joe: Oh really?

Joel: It's very possible. Yes. Now, the next question: **"I'm 72 years old but lively. I have an unused website, but at this moment a very small income -- about \$200 a week for 2 of us. From this small beginning, I think it's possible to start and succeed. Do you agree?"**

Absolutely.

Dr. Joe: Absolutely.

Joel: Actually, the way I look at it, you know, if you're starting out, just make your first dollar. Make your first 10 bucks. Don't go for the 100 grand or a million in 1-year goal. Make your first dollar or make your first 10 bucks. I was ecstatic when I got my first 10-buck commission 4 months after I started online. I spent a lot of time and some money in getting

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started, but when I saw that check, I'm thinking, wow, this is real! Because when you see that check -- it doesn't matter how much it is -- it's real. Once you put it in your molecules, in your body, that it's real, hey, how can I do this again and do it 10 times more to make 100?

Dr. Joe:

That's a very good example. What a great example! I love what you just said: "Once you put it in the molecules of your body." I think once you absorb it and it becomes part of your being, you know it is real, and you can bring more of it in. You have more confidence, for one thing. And then from a metaphysical standpoint, you have the law of attraction working. You already have it in you, you like it, and you want more of it. So yeah, that starts to work.

One other comment I want to make is I want people to be open-minded. That particular question from this person sounded like they were open-minded, that they wanted to try different things to make money online. I hear from too many people who are really obsessed with making money in a particular way, and I think that the key to making success online and off is being flexible. That if you consider that the universe itself is abundant and that money can come to you in a wide variety of ways, then you're more open to what those ways are.

And maybe an example that reflects back to what I said earlier -- I was closed-minded when Mark Joyner first came to me and said, "Give me a textbook, a text file of any sort so I

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can turn it into an e-book.” I was closed-minded. I told him, “No,” and it’s because I thought of books in the traditional way, and I, as an author, wanted books to be published in that traditional way, and I wanted paid in the traditional way. It wasn’t until I lowered my restrictions and started to play a little bit and be more open-minded that I gave him a book, and of course, the rest there is history.

And now I’m very open-minded because I’ve learned that, oh my goodness, you can have the most incredible wealth if you’re not dedicated or addicted to how it comes to you. Be open-minded and have fun. You and I did not know that when we met a couple of weeks ago, Joel, at my house here, that we would end up doing this call.

Joel: No.

Dr. Joe: And we didn’t even know we would talk for 4 hours.

Joel: I just wanted to see your beautiful estate, Dr. Joe.

Dr. Joe: Yeah. I didn’t know where that would go. And then when we do these calls, we don’t know where this will go, but we’re doing what feels right to us. We’re doing our passion. We both are very much in alignment with wanting to help people and wanting to give, and we’re trusting this will all work out in some wonderful, joyous, surprisingly great way. But, we’re not addicted to it happening

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in a certain way. So I want to just state that as my little reminder to people. I think the mindset to have is openness and lovingly expecting great things to happen.

Joel: I love that, because that applies to me as an advice, Dr. Joe. Thank you for saying that because at an early age, I've always been a goal-setter -- I should call it "intention-setter" from now on -- because I always have goals, I write goals, and I check them off at the end of the year. And I look at it every month and just go for it. And sometimes when things don't happen the way you want them, you feel down, you feel depressed and you're frustrated, and you don't see what you have achieved. You see what you have *not* achieved. So I like the openness. The spontaneity of it is beautiful.

Dr. Joe: Well, this triggers something else that I think I'd have to mention, and I'm sure somebody had asked about this, and we may get to the question or not, but I've got to mention this. A lot of people assume that everything I create - - they may assume the same thing with you -- that everything we create is automatically successful.

Joel: Ha ha.

Dr. Joe: And, I want to be sure everybody knows that no, that is not the case.

Joel: No.

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Dr. Joe:

That, for example, when I was teaching e-classes and I was on a roll because I was making a lot of money very quick. And so I wanted to come out with a couple more e-classes. I came out with one on publicity secrets, and I was going to teach people how to come up with their own publicity and how to write news releases. And I thought, "Oh my goodness, I'm going to get 100 people to sign up for this one, but even if I got 20 people or 15, that would be great." And, I wrote the sales letter and I worked very hard on it and I polished it and rewrote it and I sent it out and I waited by my email box. Nobody. Nothing. Not one person signed up for it.

And I was stunned. I probably spent an hour wondering, I wonder why they're not signing up? But -- and this is the real point that I want to make -- I let it go. I let it go. I decided for whatever reason, at this point in time, they don't want that class. I don't know why, but I don't care. I will come up with another class. And I did, so whenever something doesn't work for me, I try not to let it cave in my life and ruin my day or my year, because I do know people that have heard bad news, you know, they didn't get the award, the check, whatever it happens to be, and they're devastated for weeks, to months, to years.

And what I've learned to do -- not that I'm special, I mean, I'm in my shorts, too, Joel, at the phone here, just being an average guy talking about what we've been learning -- all I do is get back on my feet and decide, OK, what will I try next? And I go and do the next

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thing, and that's really it. I learn from it the best I can, and I go and do the next thing.

Joel: It's the best 4-letter word to combat failure – NEXT. N-e-x-t, that's 4 letters.

Dr. Joe: Yes, I was wondering what you were going to say, so that's good. "Next" will work.

Joel: Next question: **"I'm really convinced you can make money, even a lot of money online, even if you start with no list, no website, no product, no experience, no money."** (Great attitude, sir or ma'am.) **"But, in my humble opinion, you need one more little ingredient -- to have some imagination or be a little smart -- and this is what I lack the most or makes me think I have no chance for success; that is, the game is not for me."**

Dr. Joe: Well, this ties in to how I began the call. I believe that you really have to have a mindset that you do have whatever is needed, that you are worth it, that you do deserve it, that it is possible, that you are smart, that you are creative. All of that is already in you, it's already available. So what that sounds like -- and I don't mean that it's just for that particular person because there's other people who sent in similar questions -- it sounds like they just need to do some belief clearing on their own.

And that goes back to listening to Carol Tuttle's radio interview and the CD she put on

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just for the people listening to this call at caroltuttle.com/joe.html, and Wendi Friesen's hypnosis recording on How To Overcome Self-Sabotage at <http://www.wendi.com/joe>.

And of course, Brad Yates' book on abundance [**The Joy of Success**], which talks about how to overcome these barriers. And they really are just beliefs, they're internal barriers, and once they're removed, that you can go forward. And, Brad Yates' book, again, is at www.laurusnet.com/jospage.html. And again, that will all be spelled out in the transcript, and you'll get all that later.

But, I also want to point out that we really are talking about creativity, and I am in love with creativity. I alluded a few times during this call with you, Joel, that I think the people can create products by just looking at their own life, looking at their own interests, looking at their own hobbies, their own passions, the things that they do that other people may not do, the things that they do differently than other people. I also think that you can just create spin-offs off of existing products.

A while back, I wrote this article on how you can come up with a best-selling book idea. And it was kind of a wild idea but that's, again, how you come up with these ideas, just thinking a little outrageously, which is the title of my Nightingale-Conant tape set, ***The Power of Outrageous Marketing***. I talk about how to be outrageous in it, how to be a little different.

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So one way that you can come up with a best-selling book, just to give you an example of creativity in action, is to look at what the best-sellers were 20 years ago, or 50 years ago, or 80 years ago. There are books that tell you what those are, but you can always do research online, you can always go to the library and look up all the book reviews from 20, 50, 100 ... not 100 ... but 70-some years ago, and find out what were *The New York Times*' bestseller lists, or what were the hot-selling books of that time?

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Dr. Joe: Because you can write a book similar to what was a bestseller book 50 years ago, and make it a bestseller today. Now, this is called “Dusting Off the Past to Create Your Future.” I just made that up, but that’s what I think it’s called.

Joel: That’s a good one.

Dr. Joe: But this is a clever way because the reality is, the 3 biggest sellers of all time are food, sex and money. If you can tie into food, sex and money or any subdivisions of those categories, you’re bound to create something that at least some market is going to want. If you look at books that were best-sellers 50 years ago, 70 years ago and find out that oh, this novel was about a particular thing or there was this hard-cover...let’s see, there was a non-fiction book on a certain diet method that was used, or there was a way of earning money that was talked about in the Great Depression that hasn’t been talked about in 70 years ... you can take those concepts and not necessarily come out with the same book, but write something similar. Because chances are, it will still do well today with your particular spin on it.

What I have said repeatedly is that people do not change. And what I’m talking about is their basic emotional desires, their desire for love and sex and security, and fame and fortune and safety. All of these basic issues never change. How they are accomplished and the technology that delivers them *a/ways* changes. I mentioned I wrote a book on P. T. Barnum. He appealed to the same desires of people then that the show people today appeal to, because people don’t change. So

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you can look at what was done in the past, dust it off, come out with a new version of it.

And here's another thing that you can even do: Go all the way to the past, 100 years ago, and find books that were doing very well. Find those undiscovered gems, because they're probably in the public domain, and you can dust those off and bring them out as your own book. Not that you wrote it, but you can be the publisher of it.

I did that with a book called ***Attaining Your Desires***, by Genevieve Behrend. It was a book that I absolutely loved, that came out around 1918. I've only seen one copy in existence. I've never found anybody that ever had that copy. I've never found anybody that even knew of the book except Bob Proctor, and he had never even seen it. Bob Proctor said, "Did you know that Genevieve Behrend wrote this book called ***Attaining Your Desires?***" And I said, "Not only do I know it, I have it!"

And I went, I did the research at the copyright office, found out that it was now in the public domain. So I paid a typist, my ex-wife actually, to type up the book. She gave me the file, I turned it into an e-book, and I sold it. And the day I sold it -- and remember, I didn't write the book, I found the book -- I made \$2,000 that day for a book I didn't write. I still sell the book.

I'm going on and on here because I'm trying to tell you that you can overcome those inner limits by dealing with your beliefs, and that it's not very hard to start thinking creatively. It's just a matter of free-associating.

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There's a[nother] book I love, and again, you can go to the library and get it. I love this book so much, I just pulled it off my shelf and I'm looking at it. I wrote to the author. I found him online, which is again how you can build relationships with just email -- do the search, find the author and write to them.

This book is called ***MegaCreativity – 5 Steps to Thinking Like a Genius***. The author is from Russia. His name is Andrei Aleinikov. (I don't know if I'm saying it right.) And I love the book because it takes the average person ... I mean, the person who just picks up the book and starts reading it ... and stretches their mind and shows them 5 easy ways to start thinking creatively. He even has a challenge in there where he says he can teach people how to come up with 1,000 ideas in 10 minutes. So if you want to come up with ideas, it's not hard. The first thing is to believe you can do it.

Joel:

Wow! Isn't Dr. Joe Vitale a walking library? I think everything that I saw on your shelves -- because by the way, folks (I hope he doesn't mind me saying this), when you enter his huge home, the first thing you see is books. And then more books. And then you go upstairs, and there's more books. And I guess that's the secret to his creativity and his great imagination and his prolificity as an author.

Coming from somebody who used to see himself, or myself, as a non-creative, unimaginative, this may help you, I believe. Get yourself analyzed ... or, no, not *analyzed* ... but talk to your close friends and your spouse and your brothers and sisters, and ask them what they see in you that's your

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strength, because sometimes you don't see it yourself.

Dr. Joe: Ah, good point.

Joel: In my case, I was fortunate enough to have a good friend of mine named Marlon Sanders. Many of you have heard of him. He is at www.AmazingFormula.com, among many websites. Brilliant, creative, prolific master in copywriting and creation of product. He told me, "Joel" -- because I told him, "Marlon, I can't write, I'm not creative. You know it's tough for me to write, and I just struggle when I write newsletters." He said, "Just start writing and say what you think, and write like you talk, and most importantly, focus on your strength." And this is talking, because I love to talk. I love to talk to people. That's why I came up with these Teleseminar interviews, because I have this hunger for knowledge.

And guess what? This is really a way to create product quickly without writing. So I don't have to be a creative writer. I can just do what I do best, which is talking and asking questions, because I am very inquisitive. That's why I love to interview people. I have weekly at least one or two speakers on my Teleseminar series because that's what I'm good at.

Now, when I started applying that principle, working on my strengths, it was easier to be creative. You know, now I've got tons of products. That's an audio e-book which is unique in the market, because in fact, we're going to create this into an audio e-book. And guess what? You will have access to this for free because you are on the call. So, the way I would answer this question is just

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focus on your strengths and then do what you love to do the most, and what you're good at, and the creativity will flow.

Dr. Joe:

I love that. I love it! And what a wonderful reminder of how you can make an instant product. And I want to quickly say that when I went to Australia the first time, I met Winston Marsh over there in Melbourne, Australia. He's a marketing guru, a wonderful guy. He had been on my email list and I never knew it. But when I told people on my email list I'm going overseas and if you're over there, let me know, he raised his hand and said, "I'm here."

So we met. He said, "Why don't we go into the recording studio while you're here?" And I said, "Oh, I don't want to do that. I'm here on vacation. I don't even want to think about work." And he said, "It won't be work." He says, "We're going to go to a winery that day." He said, "Let's go into the recording studio two hours before we go to the winery." And it's a good thing we went before the winery and not after, but that's a different story. So he said, "Why don't we go in two hours before the winery tour, and we'll go and just talk." And he said, "We'll interview each other. We'll just pretend it's a radio show, and if the tapes aren't any good, we'll throw them away and nobody will ever know. But if they *are* good, we'll both have a package to sell."

So I agreed. We went in, and we had a riot of a time. We just had so much fun! We played off of each other. Because of his Australian accent and my Texas-American accent, we just sounded so lovely to listen to that we just kept going, and we ended up with two wonderful tapes.

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And the second time I went to Australia, I immediately went into the recording studio with him, and made six tapes with him. And we did all of this -- and this was part of my point -- we did it all instantly. The wonderful thing about tapes, as opposed to books, is books take a long time. I mean, you can write a book in 7 days, but if you're doing a lot of research, it could take months to years. But with an audio tape, it's done just as we're doing this one, real time, with the recorder on. When you're done, you've got a tape. And if you want an e-book afterward, you simply transcribe it, and then you have a book. So I am a new convert to audio tapes because they are powerful and quick.

Joel:

Great. Next question, Dr. Joe, which is the same person because he says, **“In addition to above, I don't want to be a ‘me too,’ and I don't believe success is possible this way. I do think that a successful presence online is possible only if you have something to say. Again, this is not my case. I feel like I have a lot of things to learn. This is what I do the most in surfing, and have nothing valuable to offer. So in such circumstances, how could I ever offer precious content to readers? By using articles from others? I just build their branding, not mine.”**

Dr. Joe:

Well, I guess there's a couple of things to look at. First of all, the person may not know their own value. And I think your advice where they have to go and talk to their friends and say, “What are my strengths?” so they can have a mirror in front of them so they can see what their own personal treasures are, could be helpful.

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And then, the second part of it is -- if for some wild, crazy reason, they don't really see and can't find that what's in them is some uniqueness that they can product or package or create, then they can do what Joe Kumar did. Just write to all the authorities, gather all the information on a particular topic, and you become the authority on that topic because you were, in effect, the editor and creator of it. So does that make sense, Joel, what I'm talking about?

Joel: Makes a lot of sense.

Dr. Joe: Yeah, because Joe Kumar ... You could say, "He's a high school kid, what does he know? What is he an expert on?" I mean, he could easily have written the same letter that that person wrote and sent to us. But Joe Kumar, instead, said, "I have this wild idea. I wonder if these marketing gurus will tell me how they would market, give me a 30-day marketing strategy." And he just wrote 30 letters. And from there ended up with a book, again, that he didn't write.

So there's two pieces of advice here. The first is, look within and look for the gold in your own backyard, because I believe it's there. And then second of all, you can also create a product by just going to the existing experts and pulling something out of them.

To give you an example, I had somebody who's now on my mailing list. She lives in Austin, and she called and said, "I live nearby. I go to Wimberley occasionally. Could we meet?" She had written to me a couple times, and I judge people a little bit from their emails. I have an intuitive feel for them.

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Joel: Yes, you do.

Dr. Joe: So, I felt like, yeah, I would meet with this person. So, she came out here. She met with me and Nerissa, and we sat downstairs. She talked, just ad-libs. I mean, she just asked the questions that were on her mind, and they were very wonderful, heartfelt, beginner, newbie-type questions about making money online.

And after she left, we wrote to each other, and I said, "You know, we could have recorded that conversation, and you would have had an audiotape, and then you could have transcribed it, and you would have had an e-book." Not that we are regretful, but that was a learning experience. So I'm saying, look for the opportunities. You can be contacting the existing experts and because you do, you become an expert by doing it.

Joel: My answer to this question, Dr. Joe, is coming from the same situation she's in or he is in, that I was 3 years ago. In my previous newsletters, all I had was a short editorial, and the articles were not mine. I was promoting somebody else and there was an affiliate link at the bottom referring to the author, whether it be Terry Dean, Marlon Sanders, Corey, Dr. Joe or whoever, OK? And, you know, it takes humility to be in this business because if you are humble enough to promote others and edify others, believe me, for lack of a better word, good karma will happen. They may find out about it, and lo and behold, they will edify you in return.

To give you a perfect example, when I went to...my very first product was a free product,

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OK? It was a paid product later on, simply because of this circumstance that happened about a year and a half ago. I went to my very first seminar, created this e-book called ***Success Secrets of Internet SuperMarketers*** -- which, by the way, just send me an email to Joel@SuccessAccess.com and put Success Secrets E-book [in the Subject line], and I will send it to you free. Actually, that's free when you subscribe to my newsletter, but anyway ... I can send it to you by email, too.

But my point here is this: all I did was take notes of the seminar, and I take fast, profuse, comprehensive notes. Produced an e-book out of it. Now, at the time, it was hard for me to really write articles, so I said, "You know what? I'm going to use these notes as my articles, as excerpts." In fact, I call it ***Excerpts From Experts***, and that's what my column was for about a year.

Now, what's interesting was this. One of them was Marlon Sanders, and Marlon found out that I was giving away this e-book for free, and it was so detailed that it was really a big portion of his product that he's selling for 97 bucks. So he was getting refunds. He was getting refunds because of my book. And he said ... and he told me later when we became close friends and neighbors actually ... he said, "Who the blank blank is this Joel Christopher? What in the blank blank is he doing giving away my information?" Well, guess what? A few months later, we met at a seminar. He was nice to me. I took him to lunch, and his first question was, "Joel, why are you giving away that e-book? It's costing me refunds."

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Dr. Joe: Amazing.

Joel: I said, "Oh, OK." He said, "Well, you should sell it." So I start selling it. Not only that, we became good friends and now we're 4 doors away from each other. So believe me, humility helps in this business.

Dr. Joe: Amazing. I'm triggered here, too, to tell a quick story. When I went to the Big Seminar in Dallas last January-February, that Armand Morin put on, and I met a lot of people -- you were there, Joel, you spoke at that, and Jo Han Mok, I met him for the first time there. He had been working with me and we had been friends online, but I met him for the first time. I went there just as an observer and to meet a lot of people that I knew were coming from a lot of different directions, and I wanted to visit and further my relationships with them.

Well, I looked around the room and I was stunned. I did not realize that there were so many newbies there, and what I mean is there were people who knew nothing about how to market online. They were brand new. They had an email account and that was it. And, in some cases, they only had it for a few months. And they wanted to know, how do you make money? And so Jo Han and I looked around the room and we thought, you know, there's an opportunity here. (Now, this is another teaching tale.) We looking around the room and we realized there was an opportunity. These people want to know how to make money, and all they have is email.

So, I said, "Jo, why don't we write a book on how they can make money with *only* email? Let's write a whole book together. We'll take turns writing it. It will be a joint authorship

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here, and we'll just think of all the ways that we can think of on how people can make money when they don't have a website and they're brand new, but all they have is an email account." And then we explored it a little more and we thought, wait a minute, why do we have to write the book? Why don't we ask all the people we know to contribute their answers to the question: How would you make money online if you just had an email account and you were new?

We wrote to ... I don't know, 45, 50 different Internet experts. Some we knew and some we didn't. We wrote to the Joe Sugarman and Mark Joyner and Armand Morins and all of the names that we could think of and all the names you can probably think of. So we didn't write the book; we let *them* write the book. They all turned in their comments, their feedback, and now Jo Han and I are finishing up the book we didn't write called ***The eCode: 47 Ways To Make Money Online When All You Have Is Email***. We didn't write that, but we came up with the idea.

- Joel:** That is so kewl. It's amazing how these spontaneous things happen.
- Dr. Joe:** I think it's being alert to the possibilities and being open to them, being creative, allowing them to come in, not being restrictive about what the ideas are.
- Joel:** Yes. Dr. Joe, the next question I will ask, but this will be answered more in detail with our step-by-step plan in our next call, so I'm going to go ahead and ask this just for the sake of asking it, but it will be answered by both of us later. It says, **"I'm not one of those in desperate need because of my lifestyle –**

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I'm desperate in the sense that I want freedom, time for living the rest of my life. I've joined many affiliate programs because I don't have a personal product to offer, but haven't seen a dime. Any assistance you can provide in your upcoming phone conference would be a blessing. By the way, I have participated in others. They give some info, but never have I received info in 'Do this, do that. This is exactly what I did.' Gurus can continue to provide unnecessary information that just seems to scratch the surface, but give nothing substantial."

So, we will be...well, we actually have done in a way now. But Dr. Joe, as we have talked about, in our next call I will relate my 7-day plan that I actually lived through in my own home with 3 experimental clients (if I can call it that), where we went through a 7-day process and made money within the 7 days. And you will be doing your 30-day, step-by-step game plan, right?

- Dr. Joe:** Yes, that's exactly right. And we'll be covering a lot of things that we didn't get to cover tonight because we've almost been on for 2 hours here, so we'll probably be ending in a couple of minutes.
- Joel:** I was going to say. You want to do 10 more minutes of the Q&A and then we'll continue with the Q&A in the first part of next week?
- Dr. Joe:** Right.
- Joel:** And then we'll do the...
- Dr. Joe:** Strategies.

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- Joel:** Also, Dr. Joe, quick question to you about the Teleseminar before we continue with the regular Q&A. Is it OK for you to move our call an hour earlier? Because my bridge line can accommodate a lot more if it's at 7:00 our time.
- Dr. Joe:** Yes, absolutely.
- Joel:** Is that OK?
- Dr. Joe:** Yes, absolutely.
- Joel:** Because tonight I've gotten a lot of emails -- I have responded to them -- saying that they could not get in because again, we just packed the call.
- Dr. Joe:** Right.
- Joel:** But they will get the recording, though.
- Dr. Joe:** OK.
- Joel:** OK. **"I know this has been my biggest dilemma as to how to get started when you are broke, don't have a product or website or list or much hope of anything because you're overloaded with all these other people's products and things and knowing you need to create your own product one day, to make any kind of real money on the 'Net. Which direction do we start things, do I start things?"**
- Dr. Joe:** Well, I think it's similar to a lot of things we've been addressing, that I want them to create their own products. And I would suggest that they look within themselves and find what's unique. And they can even dismiss all of that and just come up with just a burning question

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they want to know an answer to, and write to all the people that are out there. Again, I have managed to reach everybody that I've ever wanted to meet with just email, and I was able to do that long before the Internet.

When I was a teenager, I would write to famous people and I would get answers back. So I have found that you can ask virtually anybody anything and create your own product pretty quick. And even if you didn't want to do all of that, which isn't very much actually, you can take existing products that you already like and endorse them yourself and slowly build your list ... which I know we'll be talking about probably more next week, on how to build your list from scratch, from nothing, when you only have one name. But we can address that more next week and work out an actual plan next week, too.

Joel:

Dr. Joe, this one, you have a great example because you showed me the result in your garage: **"How do you make money online with just email?"**

How did you, Dr. Joe? That was a fantastic demonstration of how to make money online by showing me your Z3, beautiful Z3, in your garage.

Dr. Joe:

Yeah, I have a luxury sports car, it's a BMW Z3. In fact, that particular model is not made anymore, so it's now a collectible car. And I got it with just email. It was maybe 3½ years ago at the time when I had seen this car --and it was the first time in my life when I ever fell in love with a car. I decided that I wanted this car, and I stated an intention that I wanted to get it in some surprising way, and I wanted to pay cash for it. So I just set this

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intention for myself to achieve it in some kind of new, miraculous way. And I let go of it. Just went about my day-to-day business.

And one day I thought, "You know, I'd like to teach a class on my ***Spiritual Marketing*** book." ***Spiritual Marketing***, at that point, had not been published, so only a handful of people knew about it. And I thought -- well, I think I lived in Austin itself at that point -- so I thought, I can go to a hotel, I can get a room, I can announce a seminar, and I can have a 2-day, 2½ -day weekend event on ***Spiritual Marketing***. So, I got excited about it, but then quickly I thought, wait a minute, that's a lot of work. I've got to write a sales letter, I've got to send it out, I've got to get people to come in, I've got to arrange for room and board, I've got to go and speak for a couple of days, I've got to make sure I get enough people there to make it worth my while. I'm not that big of a fan of public speaking anyway. I wonder if there's an easier way to do this.

So, I just played with more possibilities, and it occurred to me that, well, I wonder if I can teach my ***Spiritual Marketing*** class -- the same thing I was going to do live and in person in the seminar room -- but do it through email. What I would do would be announce a 5-week, email-only class -- not even teleconferences, and no in-person meetings, no consultations. Everything's done by email. Once a week for 5 weeks, I'd send out an e-class which was basically a chapter from the then-unpublished book. And I would give everybody homework, and they would do it by email, turn it in, and I would review it, and return it by email.

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So then, I thought, I wonder how many people would sign up. And I thought, well, if all of them do their homework, I'd probably be pretty busy if 15 people signed up. So then, I said, what do I charge? And now, keep in mind -- this is another teaching tale -- I just made all of this up. Nobody had done it before. I was making this up. So I said, what do I charge? And I thought, well, the car I want costs about 30 grand, 30 to 40 grand, depending on what kind of bells and whistles you get, and I want 15 people in it. Well, if I divide the price of the car by the number of people, I'm going to have to charge about \$2,000 a person.

Now, stop and think about this: This is email-only, and I'm going to ask 2 grand per person to attend the class. Well, at first glance, it's one of the most outrageous, preposterous ideas you can think of. But I thought, you know what? I'm going to try it. I had an email list. At that point, it was only maybe 500 or 800 names. I didn't even know the value of having a list at that point. I had never really worked my list.

And I thought, OK, I'm writing a sales letter, I'm going to announce the e-class, they're going to pay \$2,000. If they sign up early they can pay \$1,500. And I thought, Oh boy, if I send this out, I might get flamed to death. I might get some horrible emails and some nasty messages from people. But then I thought of the better question, the more important question, and that is -- what if it works? What if it works? So I closed my eyes, I hit "Send," and by the next day, 16 people signed up, and I had my brand new BMW Z3, which you, Joel, saw in my garage downstairs 2 weeks ago.

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- Joel:** It's beautiful.
- Dr. Joe:** Taught it all by email and I taught several classes by email-only since, and I've taught, I don't know, 2 dozen people or more to do the same thing by email.
- Joel:** Wow. Hey, that's an amazing testimony of how to make money online with email. I have a friend that I talked to a few months ago, and actually, he told me this story a few years back. This was when I was just starting out, and when he told me this story, I was a believer of online marketing. He basically was a distributor for a nutritional company, and at that time, he didn't know how to create a website. So what he did was, he had local contacts, got their emails.
- And this was really interesting -- he told me that he was able to sell his lotions by email, and some people even sent him the credit card number, expiration and all the information, right, by email, which was not secure back then. Even up to now, I wouldn't do that. But they did it, so it is very possible. His name's Darren Falter. I forgot his website now, but you can do a search. But that's what he told me 3 years ago, so it is possible to do that with email.
- Dr. Joe:** Yeah, I believe that you can make money with just email. You don't necessarily need a website. In fact, Jay Abraham, another marketing guru out there, and I were talking one night and he agreed with me. He said, "Email is the undiscovered tool in Internet marketing. Everybody focuses on websites, but the real power is in email."

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- Joel:** I call it the killer app.
- Dr. Joe:** It is the killer app. It is powerful. A way to make money right there.
- Joel:** Anyway, Dr. Joe, we have 9:59 our time, so do you want to continue with the Q&A next week, and then we go to a detailed, step-by-step plan?
- Dr. Joe:** Yeah, let's do it next week. We'll have Part Two and we'll start earlier. We'll start at 7:00, and we'll go through more questions and talk about building the list. And we'll go through the 7-day plan of yours and the 30-day plan of mine, and we'll keep feeding people and helping people, inspiring and informing people.
- Joel:** Great. And folks, you don't have to re-register for next week. I will just have to change the ad copy in the auto responder, but you don't have to re-register if you're registered tonight. I will definitely open up more lines because I'm going to mention it in my newsletter tonight and next week, so I'm sure we will have more people next week. But I'm having this recorded and edited, and more than likely by next week's call, you will get a copy of it.

The transcription will come later, though, but at least the audio recording you can review and listen to again next week, hopefully by the time of the next teleseminar. But let me repeat, next week will be at 7:00 P.M. Central, 5:00 P.M. Pacific. We're doing it an hour earlier so we can have more bridge lines open, because at 8:00, especially on a Wednesday night, there's other conference

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calls happening and the calls can be limited in terms of the lines.

Folks, again, I want to thank you for being on the call, and I want to thank my special guest, my good friend, Dr. Joe Vitale, who is an awesome giver, just a magnificent giver of information and knowledge and his time, which is very valuable, so we really, really appreciate that, sir. Thank you so much.

Dr. Joe: Oh, it's been a blast. I look forward to Part Two.

Joel: OK. Again, folks, this is Joel Christopher with MasterListBuilder.com, JoelChristopher.com, and SuccessAccess.com, saying goodnight for now. And for those of you who are registered for the Ted Nicholas call tomorrow, that should be more open because we have close to 500 registered for that one. That would be the same code, same number, at 12 noon Pacific, 2 P.M. Central. And I'll talk to the rest of you next week. Good night and bye-bye for now.

Dr. Joe: Good night.

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Joel:

Folks, welcome to the call. This is Joel Christopher with MasterListBuilder.com and JoelChristopher.com, welcoming you to our 2-part Teleseminar series, titled, “**How To Make Money Online When You’re New, Don’t Have A Product, Or A List, Or Any Money.**” And, last week, Dr. Joe Vitale from MrFire.com, both of us answered the questions that many of you, that all of you, sent in a couple of weeks back. We’re going to do that, and what we have planned for tonight is answer ... in the first half of the presentation, we’re going to do a question and answer. And then, on the remaining half, we’re going to lay out our simple plan on really, how to make money online when you’re new, don’t have a product or a list, or any money. So we both have prepared our own systems for that.

Now, last week’s questions were about the general, “how to make money online” questions. This week, we’re going to be more specific as to the topics like list building, product creation, that kind of thing. We know that we will not be able to cover all the questions we got, because we got 49 pages of them. However, we will cover as much as we can, especially the most important questions from each topic.

And again, the person I am doing this with is an awesome person, is a giver who is just a prolific writer, and I just found out that he is writing 2 more books, which is awesome. I’d like to be the first one to read those 2 books. And he’s also inspired me, as I said last week, to do this series of Teleseminars. Since that conversation we had in his beautiful home in Wimberley, Texas, I think

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I've already done more than half a dozen Teleseminars, and I have scheduled a few more. In fact, the one I'm interviewing tomorrow, is somebody that I just found out from him, that influenced Dr. Joe Vitale in his writing, so this is really awesome synchronicity.

So I'd like to welcome Dr. Joe Vitale to the call to say a few words before we start with the questions. Dr. Joe Vitale, welcome to the call.

Dr. Joe: Well, thank you. I don't really have a few words to introduce anything, except to remind people to have an intention for what you want to receive out of tonight's call. It's the same way I wanted to start last week's call. Know what you want to achieve. What do you want to gather? What do you want to hear? Where do you want to be, say, 30 days from now? Because your intention will help sort out and direct the energy of this call itself.

And as we go through lots of material and answer as many questions as we can, it'll help you sort through them and pull out what's going to be the most relevant to you. So my reminder to you is, have an intention. What do you want to receive from tonight? Where do you want to be, say, 30 days from now? That's where we want to start, and I'm ready, Joel, whenever you are.

Joel: All right, let's start with the specific topic of list-building questions now, that I'm going to...

Dr. Joe: Well, I might as well leave and come back in an hour, because you're the expert on that. You are *the* MasterListBuilder. No need for me to be here.

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Joel: Actually, Dr. Joe, I would like to hear your answers to some of these questions specifically, because your list...see, the thing is, about list building -- I just want to make this premise clear -- it is not really the list, per se, or the size of the list, it's the relationship you have with your list. You know, if you want to be a Master ListBuilder, that's really the key. It's not the quantity per se; it's the quality. If you can have both, it's so much the better. See, Dr. Joe has both, and I could just see in the emails from his list members how much they love him. So that's why we'd love to hear your answer to these questions, Dr. Joe. So let me start...

Dr. Joe: OK.

Joel: ... with the question. The first one, **“How do you start to build a list from zero that is not spam?”**

Joe: You would start with a tough one. It's actually not as tough as it sounds. You know, the way I started is the way anybody can start, and that is, once you have a website -- and again, you can have a website for free, we went over that last week -- there are sites where you can get them for nothing, or for next to nothing.

Once you have a website, what I did and what you can do is simply put a little box there to invite people to subscribe to your newsletter. When I first did it, I didn't even have a newsletter, and I figured, well, if people subscribe to it, I'll write one. And gradually people would subscribe to it. So my very first suggestion there is to have an invitation for people to get on your mailing list.

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And at first, your mailing list may be nothing. You may not have anything to say, or at least you think you don't have anything to say. But the people that will go on your list went to your site for some particular reason. They were researching something, they were trying to buy something, or trying to learn something. They were trying to be inspired by something ... who knows? ... that'll be unique to you and your website. Well, try to keep that in mind, because whatever the reason was that they went there, they're going to want more of it.

In my particular case, my website at MrFire.com was originally called, and it may still be called, the Copyrighting Profit Center. And I tried to make it a resource area for people that wanted to learn about copywriting, sales writing, news releases, marketing sales copy, that sort of thing. So my little box, my invitation for people to sign up for the newsletter which actually didn't even exist at that moment, said something like, "Sign up to be informed of more information as it becomes available, or even changes to this website as regards to copywriting, sales writing, news releases and so forth." I just tied it into what I knew that they wanted.

To give you an example out of the realm of marketing, I have a client or 2 that are chiropractors. Now, when I told them, "You've got websites up that are introducing people to you and your work. Put a little box there that says, 'Sign up for my weekly memo or my monthly memo.'" You decide what you want to send out. It can be weekly, it can be daily, it can be monthly. It's all entirely up to

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you; we make all of this up. We just live in this magical universe where whatever you want pretty much goes. So you make it up, you put it on there, and if you feel like giving a weekly memo -- maybe it's a tip of the week, maybe it's care of your back or any number of things, how to care for your feet, or how to recover from a car accident.

I mean, in the case of the chiropractor, there's all kinds of things under his umbrella of talents and services that he can issue some sort of memo, either weekly or monthly. And you want to invite people to sign up for that. That's the very first step.

The second step is, to invite people who have already signed up for your newsletter -- even if that's only 10 people, or 50 people, or 100 people -- to ask their friends to go to your website, or to actually send a copy of your newsletter or tip or whatever it happens to be, to their friends. You'll be surprised that you can double, triple and even do better with that, with just asking people to support you. Just put the word out that "I have my newsletter, you're on the list, and if you like it, tell your friends." Well, you can double and triple your subscription list right there.

A third way that you can do this is on your website again. You could have in there, "Sign up for my free special report on ...," whatever the subject of your website is. So if you're training dogs, you might have something there on how to train your puppy, or if you're doing, I don't know, cooking classes, you might have a special report on a Russian recipe or a Roman recipe. Who knows what it might be?

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So, you get people to ask for it, or, the other way to look at this is, it's an ethical bribe. You say, "Sign up for my newsletter, and one of the first things you'll get is ...," whatever the special report is. Currently at MrFire.com, it says if you sign up for my newsletter, you can listen to a 40-minute interview with me talking about marketing, and that interview is only available to new subscribers of my newsletter. Well, it's a real incentive. It goes back to being an ethical bribe. You're just dangling a carrot in front of people to encourage them.

One other way, and I guess this might be the fourth tip and then I'll shut up and let the Master speak, and that could be to have a box that shows up once they have signed up for your newsletter. And that box has in it 5 places for friends. So it might be something along the lines of, "Thank you for subscribing to Joe Vitale's News You Can Use Newsletter. Please enter the names and e-mails of 5 friends who you think might be interested in this and we'll send them a welcome e-mail. We won't automatically subscribe them to anything, but we'll let them know you just subscribed, and if they're interested, they can subscribe too."

And so you can get 5 times the size of your list just by inviting current subscribers and new subscribers to invite their friends with this automatic sign-up form. I mean, those are just off the top of my head. There are so many other things to do. Another quick one is to send out articles that are free articles to e-zines that people can publish and get distributed all over the Internet. And you give them away for free because you want your resource box at the end of the article that says something to the effect, "This article was

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written by Dr. Joe Vitale. If you want to see more material by him, visit his website at www.MrFire.com, and subscribe to his newsletter there.”

So, it’s another way to extend your reach and get new subscribers. But, those are just off the top of my head and I do not, listen to this, I *do not* think I am a Master ListBuilder in any way, shape or form. Until 2 years ago, I did not even know the value of having a list. And I am not an expert. I do not work to build my list very hard, but I do work to keep a relationship with the people on my list, and that gets the word out.

People do tell other people. They do pass the word. My list continues to grow, virtually without me focusing on it. But what I do focus on is caring for the people already on my list and building a relationship with them so that they feel that they know me. And in most cases, they do, because I answer my own e-mail. And that will expand your list. So, Joel, I will shut up.

Joel:

Great, Dr. Joe. Thank you so much. That’s a very comprehensive answer. My answer ... because Dr. Joe just basically laid out most of the things I was going to say anyway, so I guess we’re done. No, I’m kidding. Dr. Joe, I wanted to mention these 2 questions. They’re basically the same but coming from 2 different people, but asking the same thing. And then I’m going to answer that question specifically because I know exactly how the listeners who are new, starting from scratch, feel. And this person really describes it so well with this question.

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It says, **“Everybody says you need a list to make it on the Internet. OK, fine, I understand that. I don’t have a list, nada, nothing, no one, zilch. Just exactly how am I supposed to get one in the first place? I’ve listened to a lot of calls from the gurus on this question, and it’s supposed to have been answered, but all they say is ‘Even if you only have a small list of 2,000 or 3,000 ...’ How do you do that? Well, give me a break!”** (You can tell he’s frustrated.) **“I’d be tickled pink if I had 100 or even 50, or, well, 25 to start. Nobody has ever said where you get your first one and how to go from there. Maybe I’m the only one out there that doesn’t get this, but I sure don’t know where to start. So my question is, how do you get that first person on your list?”**

And, the other person’s question is similar: **“Can you really start building a list and make money with just your current e-mail address?”**

My response to this is really shorter than the questions combined because I actually did this. And coming from a Master ListBuilder, you’d be surprised with my answer. And the answer is one word: Ask. Three-letter word: Ask. Let me tell you exactly what I did. I went from 0 to now 132,000 (depending on how many I got today) subscribers to my newsletter, in about 3½ years. Which is pretty fast when you think about it, but I started from 0, and this is exactly the honest-to-goodness truth.

When I first started ... I remember the day, May 7th, 1999. It was a month after I got married. I saw the computer gathering

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dust in my spare bedroom. I said, "I want to make money online. I want to quit my job as a physical therapist, because I don't want to have a boss, and this is the way I want to do it. I think there is money online. I think it's going to be the next way to make a fortune."

So I did research for about 6 months, which was really not good, if I were to tell you. Because I should have researched, did something, researched, did something, instead of research, research, research, OK? Because action makes a difference. Here's what I did. Basically, I remember it was Thanksgiving week and I really wanted to quit the job. I said...and do you know who my first subscriber was, Dr. Joe?

Dr. Joe: Your wife?

Joel: You got it. I asked Sheila, "Hey, could you....?"

Dr. Joe: I was kidding. I didn't think that was really the case.

Joel: Yes, it's true. I said, "Could you subscribe to my newsletter?" I didn't even say "newsletter" because I didn't know I was going to write a newsletter. I said, "I'm going to learn this Internet marketing thing and I'm going to share everything I have learned." And, I want to tell you this, people like me who were just starting out, who want to learn how to make money online and they're newbies...I prefer to call them newbie netpreneurs instead of dummies, because these dummy books or idiot books -- I don't like those 2 words -- so I said "the newbies," OK? That was my target market. Which is what you said, Dr. Joe. You said, "Target the people you want to

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target.” And I figured, hey, if I’m 2 months ahead or 6 months ahead of the people I want to share my success story with, my research, my readings, my learning, then to them, I’m an expert. So I did that.

I actually had asked my co-workers, friends of mine, people that somehow I had met online and people that I hadn’t talked to for a long time, because I sent them Christmas cards with a note about me starting a website. When I launched my website -- and really, my list, Dr. Joe -- January 1, 2000, I had 40 people in my list. So, to the person that asked, “How do you get the first 25? How do you get the first one?” You ask. I did. It was offline technique because I used the phone. I talked to them, you know? In fact, a couple of them, I was talking to patients.

By the way, for those of you who missed the call last week, I was a licensed physical therapist before the Internet came in my life, and you know, well, you do it hands-on. You talk to people. And I mentioned that I was going to do that, and some of them even signed up, so I actually begged and pleaded and cajoled people to sign up for my list. The first 40 were people I asked. So that answers your question. And from there, I just learned how to...I put up the sign on the website, and I learned how to put this script opt-in automator which automatically when they click, you’re signed up. I learned how to join contests, like for example, there was a guy that you know, Dr. Joe ... contacted both of us and 6 others -- John David Bradshaw is a client of mine. I think he is probably on the call. He’s at www.MakingMoneyOnlineAfter50.com.

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This guy basically asked big list owners ... and he told me he had a couple hundred people in his list and he's been marketing for a long time, since 1995, but he didn't focus on building his list. But guess what? In one evening, after 2 or 3 of the 8 contest participants sent in their emails to publishers that basically contributed to the contest (because he created a contest to get people to subscribe to 8 different newsletters), he probably doubled his list overnight.

Dr. Joe: Easily, yeah.

Joel: So, that answers that question.

Dr. Joe: Well, I think that was a brilliant answer. I also think that you can easily write to people who already own lists and tell them that you're starting a new newsletter on a particular topic, and would they tell their existing list about it. If that new list, that new topic that you're going to be writing on is of interest to the list owner, and he thinks it will be of interest to his list, he will probably go ahead and tell them. And then you can instantly, again, almost within hours, if not overnight, build your list, triple your list, do all kind of wonderful things.

People do that with me all the time. I just sent out my August newsletter today, and in it, I mentioned that my friend, Blair Warren, has started his own website and started his own newsletter, and I invite people to go to Blair Warren.com and sign up for it. Well, this was a very easy way for him to build his list. He's not doing much more than sending an email to one list owner -- in this case, me -- and saying, "I have something that might be of interest to your readers. If you think so, please tell them."

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And, the other thing that people often do, especially if they've already got a growing list, is to say, is to go to another list owner and say, "Will you promote my list to your people? And I will promote your list to my people." Or, my topics. Paul Hartunian, who has been a mentor of mine, who's a publicity genius, has a giant e-mail list. And he and I have supported each other that way many times, where I've done a mailing for him and said, "I get a lot of information from Paul Hartunian. Please go sign up for his newsletter." He does the same thing and endorses me, and I get a lot of people signing up for my newsletter.

These are all very easy to do, very quick to do and do not cost a dime. And I think the other thing that you pointed out, Joel, is that creativity really rules. The idea that your client there just came up with a contest that involves 8 different subscribers, 8 different list owners and were all winning from it, is a wonderful, creative idea where it's a win-win-win-win-win all the way around. So people listening may come up with something even more creative than that. I just say the sky's not even the limit. Think big.

Joel: Great. Dr. Joe, next question is, "**How do you develop a follow-up autoresponder series that moves the customer up your info funnel for you?**"

Dr. Joe: Well, interesting question. Let me think. I've got a couple of autoresponders out there, and I don't know if people know what autoresponders are. But my quick definition is that they're a series of e-mails that are set up to be delivered at whatever time you've

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specified, which could be one a day for the next week, or one a week for the next 7 weeks, or one a day for the next 3 days. It's all entirely up to you. Again, you make all of this up.

And I have an autoresponder with GetResponse.com, which is www.GetResponse.com, and another one with AWeber, www.aweber.com, and both of them are designed to sell my products and my services.

The one that's at AWeber is on ... I think it's called, Recession-Proof Marketing, and I think if you send an email to Class@aweber.com, you'll receive it back and you can see what I'm doing with it. It's a little dated now because I wrote it a few years ago, but that's the beauty of an autoresponder. It's out there working night and day, and I have almost forgotten that it even exists. I have basically forgotten what I put in it. I have basically forgotten how I've used it for an up-sell, but my orders keep coming in. People keep going to my website.

And one thing that is strongly pushed in that particular autoresponder series is my Guaranteed Outcome Marketing Strategy which I charge a lot for. We're talking about \$50,000. And I have gotten clients for that high-ticket marketing strategy of mine solely -- and I repeat solely -- from that autoresponder.

So the autoresponder is designed to deliver information. It's called Recession-Proof Marketing. People will sign up for it because they're going to get 6 or 7 lessons. I even forget how many lessons they get, over, I think, over a week or so. And it is solid

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information. They're very short, and typically autoresponders are, because they're delivered by e-mail, and you don't want them to be too long and too wordy, and to windy.

You want to give them one solid tip, and that's what I do in each one of those. One is on writing news releases. Another is on how to write an ad. Another is how to write a sales letter. I think another is on websites. I don't really remember. And all of them end with a sales plug, which is my up-sell. I'm selling them to say, "Go look at my website, MrFire.com. Be sure to sign up for my newsletter." Again, I'm building my list. And, "Oh, by the way, I also have a marketing strategy service. It's very expensive, but if it's right for you, check it out at this link." And again, I send them to my website.

So, this is how I'm using autoresponders, and again, I don't feel like I'm any specialist at autoresponders. I basically put them together, put them out there and they work. And they work night and day, like lively little robots that never need to be fed or paid for or watered, and they can bring you massive income. So that's my 2 cents on autoresponders.

Joel:

OK. My answer to this question, and this is coming from the perspective of a non-writer, by the way, but let me just clarify some of the lingo here. I'm glad that Dr. Joe explained autoresponder. One word may be foreign or Greek to some listeners. I'm going to make sure it's clear. Info funnel is the information-marketing funnel. My term for that is a Profit Pipeline. This is really the series of products from the lowest amount to the highest amount that you bring your prospects and leads

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(customers) through, so the more they go deeper into the relationship with you, the more they will buy from you.

My good friend and actually mentor and business partner, Ted Nicholas, calls it the Ice Cream Cone Theory, where the ice cream cone is like a funnel. The top is the bigger part and that's the tastiest, the best, but it's also the cheapest products that you have. And as you go deeper through the cone or the funnel, it gets more expensive.

And that's really the way to build a business, whether offline or online. Because from my studies and also from my own personal experience, the majority of the income I made in the last 3 years I've been in business online came from the higher-ticket items that are deeper into the funnel. So, I just want to make sure that is clear. I call it the Profit Pipeline because I like to envision a pipeline, an Alaskan oil pipeline. Because there's really multiple sources of income from your list. And I call this concept, sub-listing.

And again, I'm going to simplify this, because when you sub-list your list, you now can convey a specific message to a specific audience. Because you don't want to talk golf to a tennis group. You don't want to talk health and wellness to hard-core Internet marketers. OK?

That's why I call it Profit Pipeline, and the way I look at it is this: There's 4 Ps in a Profit Pipeline. It's easy to remember. When you envision a profit pipeline, you can draw 2 lines, OK? They're about one inch apart -- 2 horizontal lines, OK? On the left-hand side

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are Prospects, or the people that are going through the pipeline -- the Prospects. And then throughout the pipeline you see Products in increasing prices and costs to the customer. And then at the bottom of the pipeline is the flow, like the flow of oil in the Promotion. This "P" is Promotion. And at the end of the pipeline are the Profits coming out. So the Profit Pipeline is composed of Prospects, Products, Promotion and Profits.

I want to make sure that you can envision this. And I know why this person is asking this. Developing an autoresponder series from a non-writer standpoint, and I know I've seen this myself with Dr. Joe. I mean, he wrote the sales letter, the message to you about this faster than I could get home. It probably would take me 2 days to write that letter, because # 1, English is my second language; # 2, I'm more of a talker than a writer, and I've got to deal with that.

Dr. Joe: Let me interrupt you, Joel, and say something because this can be made easy. I know that there are people, believe it or not, that don't care for writing. I find that hard to believe.

Joel: Please make it easy on us.

Dr. Joe: But there are services like idictate.com, which I believe is www.idictate.com, if that's correct, where if you wanted to write a sales letter, or if you wanted to write your autoresponder, but you didn't want to literally write it, you go to idictate.com, and you can record -- they'll give you a 1-800 number -- you can record whatever it is that you're trying to say, whether it's your autoresponder series, your sales letter, lessons, your entire book, even. And idictate will record it, transcribe it and

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send it back to you by email within the hour. So you don't even have to write it, if writing's not comfortable.

Then, the other thing to consider is, I've created this new writing software that will be released at the end of the month. It will be at www.HypnoticWritingWizard.com, and I'm not saying that because I want to sell anything because, again, Joel and I have promised to do nothing but give you freebies and free information on these 2 calls. The important thing with the writing software is you can download it and use it for 7 days and not pay a dime. So, again, that's another freebie. If you wanted to write your autoresponder series, sales letter, whatever it is you have on your mind, do it in one week and you don't pay a dime for the software that enabled you to do it.

Joel:

This is great. I needed this one. Just to continue my response on that question, I can give you 3 tips, specific tips, on how to do it, OK? The first one is, let's say, for example... whether you're an affiliate or reseller and you don't own the product, OK. Because I've done this. I've done this specifically for a seminar, a high-priced seminar, actually, so the margins were high, too, so the profits were high. Here's what I did. I learned that in the offline world, a free report is really a sales letter. OK? So, I said, "If a free report in the offline world is a sales letter, how can I use the technology of email marketing autoresponders, with the sales letter, to do this?"

And I also learned that it takes 4 to 7, sometimes more, impressions before someone buys. So, here's what I did -- and

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you'll probably laugh at this, Dr. Joe. It was a 14-page sales letter that I physically cut up. I uploaded it, divided it into 14 parts. I'm sorry, it was a 23-page sales letter that I divided into 14 parts, so it's a long sales letter. And, it's very informative. I uploaded it to my autoresponder and then I just titled it something. "How To Build Your Own Information Marketing Empire Without Talking To Anyone, Having Your Own Product." Something like that -- I just made up a title. And I said, "Hi, thank you for your request for the free report," and then the title...

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Joel: And then, I just put the first page of the 23-page sales letter, and copied and pasted it. And, at the bottom, I said, "In your next series, 2 days from now, you will receive part 2." And I put part 2. That's what I did. I kid you not. When I did that, Dr. Joe, I made \$8,000 in profits, \$12,000 in gross sales, within 18 days. Ten of those 18 days, I was gone in the Philippines because my brother was running for Mayor and I had to help him campaign. And that's the power of the autoresponder. So that's one.

Dr. Joe: That's actually brilliant. That's brilliant. I am in awe. That is very creative thinking, and that's adapting a lot of offline methods to the online world. Very smart.

Joel: Yes, sir. And to me, I had no choice because I could not write a darn report, you know? I mean, this was like 3 years ago, 2 years ago, OK? The second thing you can do is this: Let's say you now know your target market, OK? All you do is go to Google or any search engine that you want, and type in the keyword of that topic. Let's say, Golf Success Tips, or How To Go Fishing For Less Money, or any topic, How To Buy A New Car For \$1,000 or Less ... something like that.

You just search that keyword, or key phrase, key sentence at Google or any other search engines. And then you just find articles that relate to that topic. And you know, most article writers, if you put in their resource box and you give them credit, especially if they have affiliate links, you can just copy and paste it, and you can have a series of that. You don't have to write yourself.

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The third tip again for the non-writer is this. Let's say you already have a product. And I'm actually doing this right now with MasterListBuilder.com, and I can tell you I did not write a single word of that product. I did what we're doing right now. I did a Teleseminar, and I had it transcribed. I created an audio e-book. My free report is actually the first 3 chapters of the audio e-book. Now, I didn't type it, I didn't write it. Do you know why, Dr. Joe? Someone else transcribed it for me.

Dr. Joe: That's also brilliant.

Joel: So these are the simple steps for the non-writers among us. Dr. Joe can show you through his website. There's an awesome book that you wrote, Dr. Joe, about Hypnotic Writing – How To Write Hypnotic Writing Articles, I believe.

Dr. Joe: That was one of the e-books I've written? Yes. Yeah, there is an e-book that Larry Dodson and I put together on how to write articles, which people can go to my website and look up, but again, I don't want to sell anything. So I like your tip that they can go and find existing articles. People often write to me and say, "I see you have dozens of articles at MrFire.com. I'd like to reprint some of those in my own newsletter," or, "I'm compiling a book. Can I use a few of those in my book?" And they always say, "I would give you sole credit. I will put a link to your website. I'll give a little paragraph about you and who you are, and may I have your permission?"

Well, do you think I say yes or no? I always say yes. It is free promotion for me. It's viral

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marketing. It helps them, it helps me, and it helps their readers, so it's a win-win-win all the way around. And the person who's compiling this material didn't have to write a word of it, just as you pointed out.

So, there are other clever ways of doing this. If you're comfortable writing, do the writing. If you want to use the writing software, use that. If you want to dictate it, use idictate.com. If you want to speak it over the phone or to somebody else and get it recorded and transcribe it, do that. You can even hire people to do the writing, if you can afford to do that. But, there's all kind of ways to get it done. You don't have to do it yourself or in any expected, one way.

Joel: Next question, Dr. Joe: **“What’s your system for managing emails? I get hundreds a day, too, and I know how important it is in building rapport and trust, so they’re all important.”**

Dr. Joe: Great question. I had dinner with Mark Joyner a few weeks ago, as you know, and one of the questions he asked me was, “Do you answer your own e-mail?” And I look at him because I thought it was a kind of funny question. And he said, “Do you have anybody that answers or looks at your e-mail, or runs interference or does anything besides you?” And I said, “No, I answer my own e-mail.” And he said, “That’s it.” And I said, “What do you mean, ‘That’s it’?” He said, “You have one of the most productive and responsive lists out of anybody on the Internet.”

He has lists that contain millions of names and they’re sometimes nowhere near as

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responsive as Joe's little old list. And, he says it's because I build a relationship with everybody. I answer my e-mail in every case. When it comes through, it's me reading it and me responding to it.

How do I manage all that? Well, I manage it in this one way -- which is good in some ways and bad in others -- and that is: I answer as if I'm writing a telegram. I give very brief answers, which is good because I've given the answer, I've satisfied, in most cases, whatever they're asking. But it's bad because the #1 complaint I get is, "Joe, are you too busy to write an e-mail? They read like these brief telegrams." Well, that's my way of getting through hundreds of e-mails a day. I will review it very quickly, try to get the gist of whatever they're asking me. If I can answer it right then and there, I will. And it's usually very quick. It's like yes, no, maybe, check out this resource.

That's why I encourage people, if you write to me, if you write to Joel, if you write to any busy 'Net marketing guru that's out there, that you expect them to be busy because they have big lists and lots going on -- please make your letter brief and to the point, tell them why you're writing and what you want, and step out, because that's all they need to make a decision. If they want more information, and very often somebody will say, "I've written an e-book. Will you take a look at it because I'd like to have a testimonial from you?"

Well, what I hate is when they send the e-book *and* a long letter explaining what the book is about, *and* saying they want the testimonial from me, because they've taken

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up my time, they've taken up my e-mail box. I've got this attachment that I don't know what this is or who it's from, and we're all afraid of viruses these days, so I'm afraid to even open it.

It's much preferred for me, and I imagine for everybody else that's out there, the Mark Joyners and Joel Christophers of the world, that we want a brief e-mail so that we can handle our in-box. So, my long-winded answer is basically saying, I answer every e-mail but very briefly, and very to the point. That's the only way I can do it to get through hundreds a day.

Joel: In my case, I use Microsoft Outlook 2000. I build folders, and my categorization is people. My personality is very people-oriented. In fact, I just talked to somebody -- you've probably heard of his name, Dr. Joe -- John Assaraf. This guy is an awesome guy. He was a street thug in his teens, found a mentor and became a millionaire by the time he was 26. Amazing story. He retired at 36.

Dr. Joe: Wonderful.

Joel: And, if you can recall, when you go to those websites with hotels like Marriott or Hilton, you see that video that goes 360 degrees?

Dr. Joe: Yes, yes?

Joel: Well, he was one of the key principals in making that company happen, and that was...anyway, the reason why I mention his name is because he gets a lot of e-mails, but he also responds to you briefly, OK, and he remembers you. In my case, I'm the same way, in a sense, I remember people. So

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when I talked to him today, “How is Maria?” He said, “You remembered!” Because I remember people’s names and faces more than things. So, in my case, my categorization of e-mails is by people. If somebody sends me an e-mail, I get a folder, it goes to that folder, and whether you use Eudora or Outlook, you can do this, OK?

Another way I manage e-mails is this: We get more Spam than we want, so first thing I do is I just delete the ones that I know are Spam. And you basically use filter words to filter out the ones that you don’t want. Now, in terms of rapport-building and relationship-building, my challenge is this -- because I talk a lot, I tend to write a lot, and I respond longer. In fact, you probably noticed that, Dr. Joe.

Dr. Joe: Um hmm.

Joel: My wife noticed that with me. But you know, the benefits of that is this: people love that. In fact, I always get this “Wow! You have 100,000+ people on your list but you’re going to answer my e-mail,?! That’s great.” I’m not saying that I do that every time, but most of the time. I try to do that because again, I always know that...and my priority is the relationship you have with your list, that’s really the priority that you must have.

Now, I use technology to manage my e-mails and really manage my business. For example, this may sound crazy, Dr. Joe, but I have more than 250 sub-lists. And you’re thinking, what? What is a sub-list? Well, a sub-list, really, is a group of people that has common interests, or you met them at a common place.

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We have a sub-list of people who called in to this call, and that sub-list goes to Joe@SuccessAccess.com. OK? Now, the reason why I do that is because whenever they respond to a certain e-mail address, like in this case, when you respond to my autoresponder, at Joe@SuccessAccess.com, you will be responding to Joel-Joe@SucccessAccess.com. I know exactly where that e-mail came from, I know exactly what the topic is about, so it cues me into the topic quickly.

Now, as a money-making tool, oh, it's powerful, OK? I think I mentioned the last time that I have a list ... maybe in a previous teleseminar because I was interviewed yesterday. I have a list in 2002 of only 191 people, but this 191 people I was able to sell more than \$250,000 worth of seminars, home-study courses, and high-ticket items. That list is more valuable to me than a list of 100,000 subscribers.

I have another list which I call a Superlist, a Super-sublist, which is a list of the 92 people that I contacted to get me -- and my co-author, George McKenzie -- get our book, ***Mining Online Gold***, to the #2 position in Amazon, OK? I haven't tapped that in months. In fact, that's the first time I tapped it. I'm going to tap it again for my friend John Assaraf, because he has a big goal and he has a big heart.

Now, my point is this: When I send a message to that list, the message is very specific to that list. So you know, you can really...it's really not managing e-mails, in my opinion, it's really managing *relationships*.

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And if you can relate the relationship to a certain thing or a person, or a topic, it's easier for you to manage all this. And it's also a good way to track, OK? How does it happen?

Well, for example, I have 15 sources of subscribers -- from my website, from my pop-up, to co-registration....actually 15 now because of Subscribe-a-rama ... and I code it. Now when someone buys from me, I know exactly where that lead came from. And if this source of lead produces more clients, more customers for me, guess where I will spend my money and time more on, Dr. Joe? That source.

Dr. Joe: Joel, you are a brilliant man.

Joel: Well, thank you, Dr. Joe. Coming from you ... thank you.

Dr. Joe: You are a brilliant man. You have used technology to find a human way of managing your list, managing your e-mail, and still building relationships. I am learning from you. I have sub-lists, but nowhere near the way that you're describing them. And I'm very, very glad that you pointed out something that I wanted to at least hit on.

Joel: Yes, sir.

Dr. Joe: Because everybody that wants to build a list is focused on size. They're focused on numbers. They marvel at people like Mark Joyner having a few million names, and I think that's missing the real point. Because you don't need a big list at all. You can survive very well with 50 names if they are targeted names, like you're describing with your sub-lists, or 100 names, or 1,000 names.

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When I first announced my e-classes that I described last week in our first session, my e-mail list was about 500 or 800 names. Relatively small. But because that list was very responsive -- and they all wanted to be there, they all knew me and they'd all been to MrFire, they knew most of my works, if not all of my works -- making \$22,000-some dollars in one day was pretty easy.

And I know lots of other people who have lists that are only 1,000 names, or in some cases only a few hundred names, and they live *very* luxurious lives. And I think the key is, what you described about your sub-list, is that they are targeted lists. So you can go to them with an idea, an offer, a product, a service, specific to their needs ... and the more targeted you are, the better you will do in your result. So again, size doesn't matter at all. That is *not* the key ingredient to success.

Joel: You know, I couldn't have said it any better, Dr. Joe. Thank you for saying that.

Dr. Joe: Um hmm.

Joel: Can I say one more point to this, and then we'll move on to the next question?

Dr. Joe: Of course.

Joel: I just want to share this concept because it's happening now. I came up with this word, and it's one word which is a combo word that I came up with at an interview that was done May 29th of last year. (That's another thing that I remember well -- dates -- especially my wife's birthday.) Now, the word is "autohumanization."

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I started to use that word during an interview. It just came to me. I could have used that word before that interview, but this was the first public presentation I made on that concept. And it's really a word that means automation with humanization. Because the question was "What do you predict is the next step to Internet marketing?" And I was interviewed, Kirt Christianson was interviewed, David Ledoux was interviewed, and Terry Dean was on the call. I was speaking at the seminar and I said, "Autohumanization."

And, what I mean by that, or I meant by that and still mean by that right now is this: The next level, to me, is really taking technology to get closer to the human touch, to get closer to the person on the other side of the computer. So it's using automated tools, techniques, to humanize the process. That's why I do a lot of Teleseminars, because guess what? I manage all the questions by getting the experts of the world in a specific topic, like Dr. Joe Vitale, on a Teleseminar like this, answering questions.

Now, if these people and myself are already answering that on a Teleseminar, do you think I get the same e-mails? I won't, because they get questions answered. Using the phone, using the postcard, meeting them at events, OK? That personal touch, because I think that's really where the power of the Internet is, which is really building that autohumanization process.

Dr. Joe: So, it's called what? Autohumanization?

Joel: Autohumanization. Automation with humanization.

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Dr. Joe: I think that's the subject of your next book or your audiotape series.

Joel: OK. It's really high-tech, high-touch. And the reason why I came up with that word, Dr. Joe, just to sidebar -- and I'll be quick here -- is because I came from that world. I was a high-touch physical therapist. Every day I touched 30 to 40 patients, OK? And then, I go into high-tech Internet marketing. And I'm thinking, why can't we combine the two?

Dr. Joe: Beautiful.

Joel: So, that's why I came up with that high-tech, high-touch concept. Thank you, sir.

The next question is, **“What is the best way or product to use to gather, keep, organize and effectively manage gathered names and emails?”**

Dr. Joe: I don't think I'm an expert on that. My list...if people sign up at MrFire.com, there's one big list they're on and that's over at MrFire.com. If they sign up for my autoresponders, like the one I mentioned earlier, at GetResponse, that one is for coaches. I think the one at GetResponse is HypnoticMarketing@GetResponse.com. If you send an e-mail to HypnoticMarketing@GetResponse.com, you'll get a series of autoresponders that are explaining easy marketing secrets for coaches. And everybody that's signed up for that is a coach or wants to be a coach. This is an example of my own sub-list. And they stay on that particular list with Get Response.

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The people who sign up for the other one I mentioned earlier on RecessionProofMarketingSecrets@Aweber.com, stay on the AWeber.com mailing list. So I have not been very technologically advanced on doing anything with those particular lists. Wherever they signed up, that's where they're at, and I mail from those different areas, and maintain those different areas, and do my best to be targeted to the people that signed up for those particular areas. But beyond that, it's probably going to get a better answer from you, Joel.

Joel:

In my case, Dr. Joe, I've used different autoresponder services. I think this is where the person wants to aim this question towards, which is really – **“How do you manage all these communications and still get the humanized feel of it?”** So use the technology to do that. Now, in my case, I've used AWeber. I still have an account with AWeber Info-Generator.

And now, what I've been using for the last 2 years to really manage my business and my client list -- because folks, there's really two main big sub-lists, if you can really categorize that. It's your client list or your customer list, and your prospect list, OK? Your client list, in the whole scheme of things, includes people who bought low-ticket items and people who bought medium-ticket items and high-ticket items. It could be clients that bought from your website, bought from an e-mail. They bought through a postcard, whatever methodology you have.

The prospect list can run the gamut from visitors who became subscribers, who became readers, who became leads.

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Meaning, they somehow got more interested in the process and signed up for a free report, and you're trying to sell them a product, and then they moved on to the client list, OK? So, those are the 2 major sub-lists that you can group them in. And then, of course you can sub-list them more individually using autoresponders.

Now, *the* tool I use is actually a shopping cart system. And I liked it so much, Dr. Joe, that I actually bought the private label of it. It's www.MasterListTools.com. Now, the good thing about this system is this: When someone buys, they automatically...you can program them that they automatically go to one sub-list. And, then let's say, if someone buys a high-ticket item, you can get them to automatically sign up for another sub-list. OK? Now, it's working all together with my shopping cart, affiliate program and my autoresponder, though I'm not going to get into that. So that's what I personally use, because I have been testing that for the last 2 years. Actually, it's more than 2 years because I signed up for that program in April 2001, and I was just barely starting out at that time.

Dr. Joe:

You brought up something very important that I want to highlight for a moment, and that's the idea of having sub-lists within your master list, of people who are buying from you. In other words, at MrFire, there's everybody who went to the website and signed up. But, that's just a mass collection of names, and I do my best to keep a nice relationship with them all. However, from that there are some tried-and-true people on that list who will buy virtually anything I announce.

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You mentioned earlier, I have 2 new books coming out. As soon as those books come out, those people on that hot list, the sub-set of Mr. Fire, are going to buy that book before anybody else. And I can count on it. So if I have special offers, sometimes very high-ticket offers, I don't need to go to my entire list at MrFire.com. I can just go to my hot list which is much, much smaller, maybe even 10% of the big list. But that 10% is what's doing all the buying.

It's the famous 80/20 rule, you know? In this case, 20% of the list is buying just about everything that I'm doing, and the other 80% is just noting it, learning from it, maybe telling other people, and occasionally buying. But that sub-list, that hot list, those known buyers, are the ones you want to really stay in contact with and cater to. Find out what they want with a survey, for example, or a questionnaire, and give them more of what they want. They are buying, they love you, they're shelling out the money.

- Joel:** Great, Dr. Joe. Dr. Joe, do you want to move to the next main topic?
- Dr. Joe:** What's that?
- Joel:** Relationship building, which is really related to the list building. I'll probably cover 1 or 2 questions here.
- Dr. Joe:** OK, do we have the time for it? We've already gone one hour.
- Joel:** I know, isn't that amazing? Just from one sub-topic.

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- Dr. Joe:** Well, I want to make sure everybody gets what they want, and if we can cover some more questions and go through a couple strategies and get people going here, get them on their feet and making money, that would be wonderful. So, I'll make the time if you can.
- Joel:** I will, I will. The first question on relationship-building is: **“There are all kinds of tools to help you send an email marketing campaign out, but what and how do you open that door so you can build that relationship with your potential prospects?”**
- Dr. Joe:** Well, I guess the answer that comes to mind is the one that I'm going to go with here. I mentioned on last week's call that I had a lady come down from Austin and visit with me and ask me a bunch of questions. One of those questions was the one just coming up right now. She said, basically, “How do you reach out to those big list owners,” which, in her mind, are on God level -- they're deity, they're hard to reach, and you don't really imagine that they're answering their own e-mail. But they *are* answering their own e-mail. I'm answering my own e-mail. You just admitted you're answering your own e-mail.
- I have found that breaking in, building the relationship, making that first effort is as simple as a brief, friendly, respectful, maybe a little flattering e-mail to whoever it is that you want to write to. And I guess I should back up and say that whoever you want to meet on the planet today, you can probably reach with an e-mail. You can probably reach that person directly, or you can reach somebody who *knows* that person directly.

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I have met just about anybody and everybody I have ever thought of meeting, either online with an e-mail or offline with a phone call. It is as easy as you can imagine if you do keep a few key things in mind. Like, you want to be respectful, you want to be to the point, you want to be flattering where necessary, because we all have egos, we like to hear that we're doing good things -- it gets our attention -- and be friends and create rapport.

You want to be very brief in what you're requesting and very to the point. If you are saying that I would like to ... I don't know, I'm going to make up something here ... I'm starting my own website, or I'm starting my own business, or I'm starting my own e-mail list, or I'm co-authoring a book, and I'd really like to interview you -- say it. Say whatever has to be there. I have found that there is no real, hidden secret to creating the relationships. It's a matter of do the research, look around online, find the person's website, find somebody who knows them, ask around. You'll get an e-mail from them directly or somebody who knows them, and then write a very respectful, short e-mail to them saying what you want. That will open all the doors. I have seen it happen so many times.

I know people who have been in awe of me meeting everybody from Donald Trump, to Evel Knievel, to Muhammed Ali. The list, if I thought about it, could be pretty staggering. It was no big deal. I was sitting right where I'm sitting right now, and I remember -- I don't think I said this last week, so I can say it now. When I finished my book on P. T. Barnum, and I was thinking, "Well, who do I get to endorse it?" And, at that time, I did not know Evel Knievel. I did not know Jay Conrad

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Levinson. I did not know Donald Trump. And I thought, “Well, let’s see ... Jay Conrad Levinson did a bunch of books on marketing. I wonder if he would review my book ...” So I found an e-mail for him, I wrote to him with an e-mail. Two hours later he wrote back and said, “I’d love to write your endorsement – I’m going skiing right now. Send the book and I’ll have the endorsement when I get back.” And he did. It’s on the back cover of my book.

Evel Knievel -- I did a search for him. I found Evel Knievel’s website, sent an e-mail. The next day, his office manager called me. The day after that, I was talking to Evel Knievel on the phone, and Evel Knievel wrote an endorsement for my book, which is also on the back cover of my book.

Donald Trump -- I ended up finding his publicist, who happened to be a P. T. Barnum fan. And his publicist easily told me, “I will talk to Donald Trump for you.” And we even got to the point where Donald Trump almost wrote the foreword to my book, but backed out at the last minute for reasons I don’t even know at this point.

But, my point is, all of these people were as easy to reach as Joe thinking up their names, writing an e-mail, and in most cases, hours to two days later, having a relationship with them. So, it’s not hard. It’s not hard at all.

Joel:

Now, in my case, Dr. Joe, in terms of opening up that door ... for me, it’s really all about target marketing, meaning...I coined a 3-word statement for it. I called it Triple M – It’s Message-to-Market Match. Meaning, when you talk to a subscriber to your newsletter and it’s about, let’s say, dogs, or it’s about cats,

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that's what you talk about to that list, because that's your common bond.

In my case, when I started my newsletter, I was a newbie. And I didn't lie about it. I admitted that hey, this is all an experiment, and I'm just sharing with you what I'm learning because it's helping me. Maybe it will help you. You know? And, I shared with them my personal life. They knew when my daughter was born, they knew when I was in Vegas last year speaking that my wife had emergency surgery while I was on stage speaking. It was our experience I shared with them, you know? The death of my father. It's a personal thing, but somehow when you open up personally and you show them the real you, it really opens a lot of doors because now they're not just a prospect, they're a friend, you know?

In fact, I like the way Jay Abraham calls a customer "a client," because a client is someone you serve, and in turn, they do you good. They feed your family, basically. And I like the saying that somebody said, "Service is the rent we pay for the privilege of living on this Earth." So, it's really about that sharing, that mindset of sharing with your target market, who you are and what you have to offer. OK? Like what the book said, "The greatest money-making secret in the world is giving." OK? And, that's what you're doing.

Now, in terms of opening up more doors and really getting them into your family and building stronger relationships, I actually hit my prospects, readers, affiliates and subscribers with a ton of bricks. Now, that is a metaphor. When I say a ton of bricks, I mean offline stuff. I do Teleseminars, like

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this. I do phone calls, I call them, I send them a postcard, or I meet them at seminars, live seminars, we have lunch, we have dinner, we hang out. Because I look at it from a long-term perspective. Now, I think when you do beyond just e-mail, you know, then the bond becomes stronger. So that's how I open up the doors, in terms of relationship building.

Dr. Joe: Wonderful, wonderful.

Joel: Next. Let me see ... I'm going through the relationship questions that we haven't answered yet ...

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- Joel:** I think most of the relationship questions have been answered already, so I guess we can move on to the next topic, which is a hot topic.
- Dr. Joe:** Well, let me say one thing about the relationship end, and it's just to comment on what you do that might be an illustration and inspiration to the people listening. I mean you, Joel. This is something you do. When you and I first met, it was at the Jay Conrad Levinson/Mark Joyner seminar in Vegas a couple of years ago, which, I guess, is 3 years ago at this point.
- Joel:** Yes, can you believe that?
- Dr. Joe:** And, you walked up to me and asked to have your picture taken with me.
- Joel:** Oh yes.
- Dr. Joe:** Which is a very flattering moment for an author. Didn't matter who the person was -- I'm flattered, right? Sure, I want my picture taken with you, whoever you are. So, you had your picture taken with me, and I didn't think anything more about it. And then months later, it could even have been a year later, when we were going to go to another seminar -- gosh, it could have been 2 years later, it might have been for the Dallas seminar.
- Joel:** Yes, the Big Seminar.
- Dr. Joe:** You sent me an email, with the picture, and said, "Hi, I understand you're going to be

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going to the Dallas seminar. We met in Vegas and here's the picture." It was almost like "Here's the proof." And, I wrote back to you and said, "Yes, I remember you well. I didn't actually even need the picture -- I remembered the moment." And then, when I did see you in Dallas -- because I did go there to visit different people, like Jo Han Mok. And Charles Burke flew in from Japan and so forth, all wonderful people online who I was, in many cases, meeting for the first time in person, which is such a thrilling moment.

And when I saw you and your wife, and I think she brought her baby with her, it was as if I had known you for a very long time. Then, when you were up on stage and you were giving your talk, telling people about list building, you singled me out and said ... you mentioned one of my e-books and you mentioned about you and I helping Mike Litman make his book a #1 best-seller. You actually asked me a question from the stage, which is also flattering because you singled me out.

Then, when you put on your seminar in San Antonio on list building, you asked me if I would be a panel speaker. Would I come and sit on your panel? Well, I'm very reluctant to go to very many speaking engagements anymore, because I like my kind of laid-back lifestyle here. But I thought, this is Joel Christopher, the guy who took his picture with me, the guy who wrote me the nice e-mail, the guy who said these nice things about me on the Dallas seminar -- of course, I'm going to go over there. And I drove over, got up early that morning, got lost to go over there, got there in time to go on the panel, did the panel, met a few wonderful people and left.

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And then the story doesn't end there, because your relationship-building continued. You did not have to do this, but maybe a week or so later, you sent a box to me, and in the box was a wonderful pen set and a calculator with a clock on it. And I have it right here in my hand. It was engraved to me, so "Joe Vitale" is on it, and it says, "From the MasterListBuilder.com," so it was your way of saying thank you. So, Joel, I'm just pointing out that when it comes to building relationships and maintaining relationships, you are probably the guru of how to do it, and I just illustrated how you did it with this.

Joel:

Thank you, Dr. Joe. You know, I'm glad you mentioned some of those things. It's so second nature that I forget, but when people observe that, I'm thinking, "You know what? You're right. I've done that." So thank you so much for pointing that out. And folks, it's really about being interested in people and being willing to help. That's really how I see that, and I'm going to return the favor myself. Because Dr. Joe is such a generous guy that I walked out of his house, I got a bag full of products and books and tapes. And one of them is a tape program that I've always wanted to get from Nightingale-Conant, but I lost my catalog and I'm glad he gave it to me, ***The Power Of Outrageous Marketing***. So thank you so much. That was so kewl.

Now, next topic would be finding or creating a product, Dr. Joe. This one is an interesting question, OK? I don't know how to answer this one, but maybe you do. **"What kind of inexpensive pre-marketing techniques do you use to interest customers while a product is still being written or**

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developed? This is done all of the time with books and movies.”

You write a lot of books, sir, so how do you do this?

Dr. Joe: “**How do you get people interested in the product before it’s released?”**

Joel: Inexpensive pre-marketing techniques. I guess it’s seeding the market to get people interested when it comes out.

Dr. Joe: Yeah, the most obvious, easiest answer for me is that you want to offer excerpts from it. For example, one of the books I just bought recently -- I don’t have it in front of me -- is by Barry Neil Kaufman, who is somebody who influenced me deeply with his work with autistic children. He runs the Option Institute. I’m on his mailing list from the Option Institute, and every week for maybe a month, it could have even be 2 months, there would be an excerpt from his forthcoming book, and all that did was make me wildly hungry for his book.

And this excerpt went on ... I think it was for 8 weeks ... but every Friday, I would get his memo, and there would be another excerpt from whatever the title of the book was, and I couldn’t wait for that book to come out. When it did come out, I instantly, and I mean instantly, bought it at Amazon. I’m a 1-click maniac over there! So when the book was listed, Barry Neil Kaufman’s new book, which I think is called **No Regrets** ... I’d have to look for it.

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But they pre-sold it with these very, very short excerpts, and I'm talking like 3 paragraphs in an email newsletter, for a couple of months before the book came out. But I'm sure everybody that was on the list -- and again, this was a targeted list. Only the people on the Option Institute list want to know about Barry Neil Kaufman's book, so they were focusing on his new book, giving us a taste of it. And then when they said the meal was ready to be eaten, oh man, I was right there to buy it, and I'm sure everybody else was too.

So, I find that you can seed and build curiosity, and curiosity is one of the most powerful motivators ever, ever given to us by the Divine. And you can use that to your benefit. For example, I mentioned I sent out my August newsletter today, and I think one of the questions at the top of the newsletter is, why did I wait 15 years before releasing my next book? And then, you have to read the entire newsletter and at the bottom, it says, "Why did I wait 15 years before releasing my next book?" And the next line says, "I'll tell you next month."

Joel: I saw that. I read that today.

Dr. Joe: Which, on one level is a wee bit cruel, but on another level, it's just building enthusiasm for the next product. It's what the movie industry does when they're showing us previews of the next "Harry Potter" or the next whatever it happens to be, and they say, "It will be released August 15th" or "September 12th", or "Christmas Day." Well, it's not released right now.

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What they're doing is building your enthusiasm for it, your interest for it, your curiosity for it. And any of us can do that. So if you're using an e-product, as an example, you could be releasing excerpts from it, you could be releasing teases about it, you could be creating a questionnaire or a survey that ties into it, and get people talking about it.

Actually, I did something similar, it just occurs to me. When we were beginning the program, the writing software I mentioned earlier, called Hypnotic Writing Wizard -- it's at HypnoticWritingWizard.com -- I issued 2 or 3 surveys and I said, "I'm working on a writing software that's going to be based on my first couple of books, ***Hypnotic Writing*** and ***Advanced Hypnotic Writing***. What do you think would be a great title for it?" And, I listed 4 or 5 titles. Well, this served many different purposes. One was, I got my customer base to tell me what they wanted the title of the product to be. So they were selecting the title which I wanted them to buy anyway, so it would behoove me to find out what they would want.

And then second of all, I was seeding in their minds, "Oh, Joe's creating a writing software and it's based on his best-selling books. This has got to be pretty cool." And I ran 2 or 3 surveys like that. So when I finally do release the software, which will be at the end of next month in August in San Francisco at the Big Seminar, people will have already been hearing about it. They're already eager to know more about it. I've just paved the way, and then I'll open the curtain and say, "Voila, here it is!" So, those are several ways that you can use it for an online product.

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Joel:

Dr. Joe, I'll be brief on this one because I've done only a few of the pre-announcements. I can remember when I pre-released the videos of my first workshop, which was in October of last year, my Master List Builder Workshop. What I did was, I actually did a survey as to the format they wanted it in -- did they want it in video or audio? -- so it's kind of like pre-setting the expectation as to which one they want, and then that's how I developed it and people basically said half and half, video and audio. So, OK, I created both.

Now, for the book ***Mining Online Gold***, I also did a survey, but the survey was more on ... we briefed them on the title and we came up with 5 main titles and 8 subtitles, and I had sent to my list the 5 titles, had them rank which one they liked the most. And then of the subtitles, which one they liked the most. And so our choice, when we first came up with a title, was not the one that was voted upon by the majority. ***Mining Online Gold With An Offline Shovel*** was the main title that won by far, and that's not the one we voted, the two of us, OK? The subtitle is ***How To Build A Massive Online List By Mastering Offline Promotion***. That was, I think, our 3rd of the 8 choices, but that was not [our] #1. So, it's fascinating how the customers actually, or the prospects, tell you what you should do.

Dr. Joe:

Yes, and for anybody listening that's considering doing surveys, you can run free surveys at SurveyMonkey.com, which is www.SurveyMonkey.com. They have a couple different levels of service. The free one, I think you're fairly limited in the kind or number of responses you can get back, but it's still free and you can find out a lot about

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what products you should come out with. The paid version lets you do a lot of bells and whistles, and has an unlimited number of responses that can come in. But surveys can be very enlightening, in terms of where you should go, what you should deliver, and in terms of pre-paving the way with some advanced publicity for whatever it is you're coming out with, which is what we've both described.

Joel: Great.

Dr. Joe: Joel, let me interrupt and say 2 things.

Joel: Yes, sir.

Dr. Joe: This is kind of like an intermission, but I'm looking at my e-mail, and I just got 2 e-mails I have to read. One, I won't say the woman's name since I don't know if I have permission to, but she says, "Thank you both for the super-informative live calls! I have never received so much usable information, let alone received it for free. You have helped me to make moves forward in my new business venture. Blessings to both of you." That was one, and then another one is from a neighbor of mine who is a remarkable coach, who you've seen and met, Joel. Her name is Cyndi Smasal.

Joel: Yes.

Dr. Joe: And Cyndi has put together a freebie for everybody listening to help them with their financial future. I have not gotten to read the report, but she's put it online and says it's for anybody that wants to read it that's on this call. And I'll read the link and then spell it -- and keep in mind that this will be transcribed

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so you'll get it later if you can't write it down right now.

But, the report is at <http://www.jumpstartcoach.com/freebies>, and I don't think I need to repeat it, do I? <http://www.jumpstartcoach.com/freebies>, and **click on JumpStartFinances.pdf**. And the report looks like ... I guess I can't see the report to tell you what it's called ... It's a Jump-Start Your Finances Workbook, and she has a quote from P. T. Barnum at the front of it. P. T. Barnum, my hero. And he wrote, he says, "Let money work for you, and you have the most devoted servant in the world. It works night and day and in wet or dry weather." So anyway, that's a gift from Cyndi Smasal to everybody on the call.

Joel: That's kewl. Well, thank you, Cyndi. I haven't seen Cyndi in a while. She's an awesome teacher, by the way, because I was at her study group when she was speaking. Well, thank you, Cyndi.

The next question is a product creation kind of question, but it's a little bit technical, at least in my eyes, but I'm going to read it. **"How do you create audio lessons/presentations on e-books or on a website?"**

Dr. Joe: Well, it's fairly easy. I mean, it's not something I particularly do, that's where I go to Tom Parish, who I think you also know.

Joel: Yes.

Dr. Joe: Who may be on this call. I don't have a handy e-mail for Tom.

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Joel: Yeah, he's an awesome audio guy.

Dr. Joe: Yeah, he's an awesome audio guy. But basically, you can put audio on your Website just as easily as you can put an e-book or anything else. Jo Han Mok, Scott Lewis and I are coming out with an audio product that will be delivered at HypnoticPublicity.com. The site's not open yet, but I'm using it as an example. It will be at www.HypnoticPublicity.com, and it's interviews.

Scott Lewis and I were in Vegas, and we went into the recording studio and talked about publicity. Scott's been a friend of mine and a client of mine for many years. He has a headliner act in Las Vegas. Every Monday night at the Riviera, he does a comedy hypnosis show, and by day, he's a chiropractor. He's a chiropractor to the stars. He does magicians like Lance Burton, and he and I filmed a series of infomercials there on the Showgirls' Weight Loss Secrets, and the Showgirls' Make-Up Secrets, which were some thrilling times. And we recorded our insights about publicity and called it Hypnotic Publicity.

They're nothing but audio. And we are putting the audio on HypnoticPublicity.com so people will go there, they'll read the sales letter, and then if they buy, they'll buy through ClickBank which is one of my favorite services -- ClickBank.com -- and they'll get a download link which I think won't actually let them download the audio, but will let them listen to it as streaming audio on their computer. They'll give them access to it. How that is technologically done, what the technology is, I don't personally know, but I

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mean, you can find out. You can write Tom Parish. I don't have his exact e-mail in front of me, but you can do a search for it or write me and I'll give it to you. But, if the question is, can you do it? Most certainly, you can do it. Actually, it was Mark Joyner who took one of my old videos, and he was one of the first to put a video online.

So whether you're doing an e-book, an e-video, an e-audio, it doesn't matter, you can go to CreateAdvertisingThatSells.com and you'll see the write-ups for a video that was put online, gosh, maybe 3 years ago and was probably tough for people to view because they didn't have cable access. Most people were on a dial-up, and a low modem, at that. But they still did it. So audio, video, e-books, text -- any of it goes. That's my quick answer, Joel.

Joel:

In my case, again, I am not a techie guy, but I figured this out. By the way, being a non-techie is not bad. In fact, it's good because you don't get bogged down on the minutiae of technology. You can actually have a recording. I have a gadget here that I bought from Radio Shack. It probably cost me 39 bucks. I plug it into the phone jack, and then get the mike plugged into the recorder so it's recording audio and then basically transfer it over to my laptop or computer, and then using Real Producer -- actually this one, I got the free version to convert it into an RM file.

Now, I don't want to be too technical, so it's probably better for them to contact Tom Parish. I will provide the phone number and the e-mail. I have to get his permission first, though, but I'm sure he probably won't mind.

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But here's how I do it now, which is lot easier, OK? Because I don't want to get bogged down.

Dr. Joe: Let me interrupt and say I found Tom Parish's website, so you can go to his website and get his e-mail. It's Search-Engine-Visibility.com. www.Search-Engine-Visibility.com. And I think you have to have the dashes between it, but search for Search-Engine-Visibility.com, Tom@Search-Engine-Visibility.com ought to get you to him. So sorry to interrupt, but wanted to give you that.

Joel: OK, thank you, Dr. Joe. That was quick. What I do is because I have a bridge line, I let them do all the recording and the editing, and I basically just download it into my computer. Then I upload it to my server because the challenge is really the editing. Like the recording last week took a while to edit and to cut into different parts -- because if I give you the 2-hour file, that's a lot of things to download and I want to make it streaming. So what I do is I just upload it, and then name the file and convert it into a ram file, instead of RM file and it goes streaming. And I just imbed it into the e-book and imbed it into the website.

Right now, normally I have ... oh yes I do ... I have it on my main website, SuccessAccess.com. And it's a call I did, Dr. Joe, believe it or not, right after Christmas Day. And it was really my plan for the year. And at the same time, I was sharing this plan with the listeners. And the title of the call is "How To Make 2003 Your Best Year Ever By Becoming The Preeminent Expert In Your Market In 99 Days Or Less." And I really shared a very personal story there. So that's

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available to click on, and you will see it's a ram file. And if I can do that, anyone can.

Now another one that I did with Ted is at www.SuccessAccess.com/ted. Those are the 2 websites I have as an example. Now, what we're going to do with this call, is we're going to do that. We're going to have a webpage ... all these links that you can listen to 30-minute segments, because getting it in a whole 2-hour version is too long. So I think 30-minute segments can do that. Now, with an e-book, though, it's the same principle. I just basically have 30-minute segments and then the transcript, 30-minute segment audio link streaming, and then transcript, which you will get once I've got all the transcriptions as well as the audio links from these 2 calls that we did. And again, anyone who's registered through Joel@SuccessAccess.com will get a copy of that, OK?

Dr. Joe: And Tom Parish's audio website is www.SoundsInMind.com, and you can see all of his information about doing audio and helping you put audio up.

Joel: Dr. Joe, the next question is ... there are actually 3 questions in a row from the same person. I'm going to ask all of them because they're kind of inter-related.

Dr. Joe: OK.

Joel: **“How would a person decide what would be a good product? What are the steps they would use to determine what product to market? Where and how would they build their website to promote and sell their product?”**

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Dr. Joe: Hoo! OK, we've covered a lot of this in last week's call and in this week's call, and if we have any time in our remaining 30, 35 minutes here, I want to go over a strategy that I wrote for Joe Kumar's book on ***30 Days To Internet Marketing Success*** that we touched on last week. But the first part of that question was about how do you choose the product. Was that correct, Joel?

Joel: Yes, how do you decide if it's a good product?

Dr. Joe: OK, how do you choose a product, how do you decide if it's a good product, and so forth? How do you choose a product? There's basically 2 ways of creating a product, in my mind. The first is to look at a market that you're interested in and find out what they want. And that's typically looking at a market, and we'll say that you ... and I don't know ... you're interested in cooking, or you're interested in child-raising or you're interested in muscle-building. Whatever it happens to be, look at that particular market and find out what are they concerned about? What's keeping them up at night? What is their problem? What is it that they need resolved?

Because if you can create a market or a product to solve their question -- and believe me, you can. You just have to be creative. You may have to do more research than them. You may have to be more creative or clever than what they have been. And if you can create that product, you will have something built for them.

The second way of creating a product is to do it from what you personally love. I'd like to

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see a blend of both. You look at what the market wants and you look at what you love, what your own personal interests are. But, the second way is simply to look at what you love and create a product of some sort because you love guitar-playing. You want to teach people how to play the guitar. Or because you love magic, you want to write something on magic tricks. So you would create the product and then find the market who would want that.

Both of those ways work, but the first may be smarter and the second might be more fun. I'm saying do both -- find the blend of both. Find your love and find the market, and create a product that they want. So that's the first thing.

How do you know if they'll want it? Well, you can always go with the surveys we mentioned earlier, SurveyMonkey.com. Set up a survey and issue it to that market. Do a research to find out where are the e-zines that speak to that market? Where does that market subscribe to e-zines? Where are the websites that speak to that market? And, let all of these different people -- the ones that subscribed to the e-zines, the ones that run the websites -- know about your survey, and you can find out what do they want. What do they want it to be called? How much do they want to pay for it? What's their biggest problem at night? You can run surveys to find out everything. And, what was the third part? How to actually sell it? What was the third part, Joel?

Joel: Yeah, basically where and how do you sell it?

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Dr. Joe:

Where and how do you sell it? Well, it's a matter of if you've already done the research for the first 2 steps, then you know where the market is at. You know who has the websites that speak to whatever the product is. You know where the e-zines are that are interested in whatever the product is.

You want to set up a website, which again, you can do for free using the weblinks we gave last week. You can set a very small website inexpensively that sells your product on it. You can direct them to something like ClickBank, which only costs \$50 to set up. And I can make some suggestions on how to even raise \$50 when you're dead broke and don't have that, so that you can be set up with ClickBank. And then you tell the e-zines, and you tell the website, and you put an autoresponder up that directs them to your website. And you put a subscription box on your website, and you do everything you can to inform people that the answer to their prayers for that particular niche market is now up and at your site, go see it. And when they do, they should see some very strong selling copy that leads them right to pressing "click" and ordering from you.

And I know this is a very quick overview, but really the essence of success has just been answered within the last 3 or 4 minutes. Joel, what would you add to that?

Joel:

I say ditto. The only thing I could add is this: In terms of targeting your market and then doing a survey, the survey can be so simple as a 1-question survey. Because that's how I built the MasterListBuilder empire, I guess, or system. And the question I got actually from a friend of mine who was speaking at a

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seminar. And the question, Dr. Joe and the listeners, is very simple: Ask your prospects what is their biggest problem right now.

When I did that survey back October 3rd ... actually 3 days after that, Dr. Joe, we met in Las Vegas. I got the answers by then, and the question I asked was, "What is your biggest problem right now?" About 600 people responded to me saying, "The biggest problem right now is how to build an opt-in list." And I created a system to build an opt-in list fast, and that's how I got my story of How I Built My List in 99 Days Or Less, and the start of the MasterListBuilder system. So 2 years ago, 2½ years ago, who would have known that my name would be MasterListBuilder? No one knew. If not for that question I asked. So that's why, to return the favor, I allowed Marlon to join our neighborhood here in Helotes, Texas.

- Dr. Joe:** Yeah, we've joked that we were going to move the Internet to San Antonio.
- Joel:** Yes, you always ask me that question, Dr. Joe. When are you moving to San Antonio? The next question, Dr. Joe, or actually not the next question. I'm going to go to the next topic, which is a major topic right now, is: **"Who do you trust? Who can you trust online?"**
- Dr. Joe:** Oh boy.
- Joel:** How do you know they're the people you trust?
- Dr. Joe:** Boy, I'm pausing to reflect on that. I do remember seeing that in all those questions that we got -- and we got hundreds of

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questions -- and that one actually showed up repeatedly. Nowhere near as much as the other ones, but it was kind of surprising and a little sad that it was there so much, because it implies that people have been burned enough to be wary. Boy, I'll tell you that my answer is more of an intuitive one. When I go to buy anything, when I go shopping online -- and I am a big Internet consumer. I am buying things all the time. I mentioned earlier, I'm a 1-click fanatic at Amazon. That's not the only place I go. I mean, I'm on eBay a lot, and I support a lot of Internet communities and businesses, just buying lots of things.

But when I'm getting ready to buy something ... I guess I am looking at a lot of different things, but I'm looking on a very intuitive level. And it's the same thing I do when people write me. I'm getting, as we mentioned earlier, 300 e-mails a day, sometimes less, sometimes more, and people are asking for a lot of things -- asking me to answer things, asking me to do things -- and I sit and look at them and wait for an intuitive hit. It's that thing that comes from inside of me that says, "Yes, do this," or "No, don't do this," or "Yes, answer in this particular way," or "No, don't answer in this particular way." It even says at times, "No, this person is bluffing," or "No, this person isn't telling you the truth."

I mentioned the lady that came here a couple of weeks ago from Austin. She had sent an e-mail or two to me, and I had this intuitive feel that oh, this is somebody I want to meet, and we ended up meeting. That is very rare, but what I'm looking at all the time is my inner compass. I'm looking at that guidance system inside of me that's saying, "Pay attention, Joe. Pay attention to this."

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A friend and I, at one point, almost wrote a book called "Red Flags." And the concept behind it is that we all get red flags in our life about people, products, businesses, places, things, ideas, but we don't all listen to those red flags. And if we listened to them, we would usually save ourselves a lot of time and trouble, a lot of pain, a lot of bruises, a lot of bleeding, a lot of heartache. And what we want to do is pay attention to the red flags because those are the signals from our connection to the Universe, if you will. They come from within.

You want to pay attention to those red flags. When they show up, ask yourself what it might mean, and then honor whatever is there for you. If it means don't do business with that person, place or thing that you're looking at and getting a red flag on, then don't do it. Simply walk. So that's what I do first on an intuitive level. Another thing is what lots of other people do, is they'll do things like ... there's a website Nerissa found recently. I think it's called eOpinions.com. We may have to research it to make sure that's right, but I think it's <http://www.epinions.com> or e-opinions.com.

Joel: [Epinions.com](http://www.epinions.com).

Dr. Joe: It is Epinions? OK. I have heard that that is a place where you can go and find out from people just like you and I if a product, place or service is on the up-and-up. So the other thing...that's another thing to do, another thing I look at is, when I go to buy something, are they giving me a guarantee that sounds legitimate?

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Like I've been getting lots of Spam recently that will say things like, "Lose weight overnight while you sleep, guaranteed, 100% refund." Well, I'm sure that they are banking on the philosophy that's out there in marketing that most people will never ask for a refund. That just smells fishy. It doesn't sound like it's legit at all. So I'm looking for that, and I'm paying attention to does the guarantee sound real? Does it sound legit? Is it backed up? Does it support itself?

And then I'm looking for the obvious things like testimonials from real people. And while I think of this, let me say that all of these things I'm mentioning as ways to be sure that you're buying from a reputable source are things that should be on your website, so that when people look at it, they know they're buying from a reputable source. So you want a full explanation of your product. You want a full guarantee. You want to see real testimonials from real people with real names, real websites, real emails, real pictures if at all possible, and even real audio testimonials and real video testimonials would make it even more convincing to me.

Then I'm going to look at things like how long have they been in business. You know, the longer the better as a rule of thumb. And I don't know ... there's probably other things, but off the top of my head, that's what comes to mind, Joel. I'd love to hear what you have to say.

Joel:

In my case, what I can advise those of you who are wary about these scammers, for lack of a better word -- I actually have huge emotional baggage about these people, Dr.

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Joe, because I am a very trusting person. And so you trust easily. But sometimes you get a little paranoid if this person will take advantage of you, because of this experience I had in the beginning of my career online. Especially because I went online in 2000 with the hope of making a 6-figure income within three to five years, but I managed to lose \$10,000 the first year because I just believed everything they said.

Now, knowing what I know now, what would I have done differently? Well, number one, if there's a product that's really, really being pushed, promoted, I would go to the forums. And let's say ... a forum that I go to a lot is the Anthony Blake Forum. I basically watch what people are saying and asking, and that's at www.Ablake.net/forum. I believe that's the URL. And the other one is the Warrior Forum.com. I think the URL there is www.uni-sol.com/warriors, or just www.warriorforum.com. Or any forum for your target market, for your niche market, because they tell the truth. I mean, those people really help you out. That's one.

The second one is when you see those testimonials, especially if there's a URL there -- and I've done this...

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Joel:

I go to either GoDaddy.com, or better, www.Whois.com and find out who owns that URL, who gave that testimonial, and look for the phone number and actually call the person. I call the person. Now, the third thing I do is I actually call the owner of the product or the promoter of that program, whatever that is, and talk to the person. Because you have a better sense of the person's veracity and honesty when you talk to them on the phone.

Now, here's what I did actually that helped me the most in this business, because I lost a lot of money online. And I said, "You know what? I've been following the wrong people." In fact, I met this one supposedly guru about a year and a half later. And I saw him and I'm thinking -- and you could tell he was just BS'ing me for the past year and a half. You just could tell from that meeting, so I said, "This has got to change."

But, fortunately, OK, fortunately before that meeting, I wisened up because I went to a seminar. It was an Internet marketing seminar and I really saw the people who were really making the kind of money I want. And I was able to have lunch with them, talk to them, and then just heard them. So for me, what really sold me the idea of who to believe was going to the live events. Because I used to be called the Internet Marketing Stalker, Dr. Joe, because I'd go to every seminar there was. And in fact, I've been to 25, 26 in the last 3 years alone, because I really wanted to get the real story from the real people.

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Like when we first met, man, you were real, you know? I talked to you and you were nice, you know? So, I love that. So Marlon became real to me when I saw him live, in person. Now he's a neighbor, so these kinds of things can help.

Now, from a distance ... let's say you live far away or you don't have a lot of money to go to a seminar. The way I look at it is just ... what's a phone call? You can call either the people to give testimonials or call the actual owner and just ask them questions. Because for me, if no one from their company calls you back, then I'd be wary about it.

Dr. Joe: Yes, those are great pointers, wonderful advice.

Joel: Thank you, sir. And the next question, or set of questions, would be about niche marketing. I'm going to ask the most basic question among these because that's who we're addressing here: **“How does one research to find a niche market? I mean, starting from scratch like, say, I know what a niche is, so now what? What do I do?”**

Dr. Joe: Well, I think for me, it goes back to what are you interested in? There's markets all over the place. I mean, thousands, maybe millions. I don't know, maybe hundreds of thousands, I don't know. It's some unimaginable, too big of a figure for me to even try to wrestle to the ground. So, all I'm really interested in is, what am I interested in? Because for example, if you came to me and said, “Joe, there's a niche market of” ... I don't know, gosh, you can think of something about...”there's a niche market in lightbulb filaments for this new light that goes along the

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driveway.” I wouldn’t care. It does not matter to me. It could not drum up any interest in me whatsoever. There’s no passion, there’s no juice, there’s no interest. And good Lord, I don’t want to get into a business where I’m not at least even liking it, or mildly interested in it.

So my first rule there is to find out what are you interested in? What are your hobbies? What are your delights? What do you do when you relax? Is it swimming, is it playing with pets, is it art, is it, you know, machinery? Is it cars? Is it people? Is it mind technology, and maybe... Gees, I’m just thinking out loud. It can be anything.

Trying to answer what would be a good niche is impossible without knowing the person. And I think that’s really the answer. The person who wants to know what the niche is for them needs to hold a mirror up in front of their face and say: “What am I interested in?” Then when they write down the top 10, 20, 50 things they’re interested in, whatever it happens to be ... if there’s only 3 things, that’s what you write down. Then you go online and do some searching.

You can go to some of the e-zine databases like ezine-universe.com – www.ezine-universe.com -- and type in those subjects. So if it was hypnosis, or if it was light filaments, if it was pet-sitting -- whatever it was -- type that in and suddenly you’ll become aware of where your target niche market is located. Because there are newsletters, there are groups, there are websites that cater to just about any kind of desire or niche that you can imagine.

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So backing up, it just means, you look within yourself first, find out what you're interested in, and then start looking for the other people who'll be interested in the same thing. That goes back to finding a product or creating a product based on your own interest, and the needs of the people.

- Joel:** Dr. Joe, before I answer this question, I just want to let you know, I have 8:43 here, and we have questions on metaphysics, psychology of success or failure, we have debt-elimination questions, traffic, how to build traffic to your site questions, affiliate program questions, and how-to, step-by-step business plans, which we will do at the last part. And what else? Techie questions, legal questions. How do you want to proceed?
- Dr. Joe:** I don't think we can cover everything.
- Joel:** OK.
- Dr. Joe:** I think that we need to take a representative question from as many of those categories as we can.
- Joel:** OK.
- Dr. Joe:** And if you can keep going, I can keep going. At some point I may ask you to give a long worded, long-winded answer, so I can go to the bathroom.
- Joel:** I was going to ask you the same request.
- Dr. Joe:** We could have our own little intermission here, take turns.

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- Joel:** OK, I will tell you when that would be, and then you can tell me when that would be for my relief.
- Dr. Joe:** What was the next question? Let's take one of the next questions.
- Joel:** OK, let me...oh, can I just share one, my answer to that question?
- Dr. Joe:** Oh, of course.
- Joel:** About niche marketing.
- Dr. Joe:** Yes.
- Joel:** I agree totally with Dr. Joe because when I teach my master list building program at Prodigy Program ... which Dr. Joe has always encouraged me to do, which I haven't done in a year. But when I used to teach it, what I always say is, you've got to start with a target market, and how do you do that? And I say: The **PIPE** principle. **P**assion, which Dr. Joe has already elaborated on. Your **I**nterest, because you can be interested in something, not totally passionate, but that's a good start.
- The other one is your **P**ast significant history, like a job or, you know, a personal experience you've had. And **E** in the **PIPE**, is your **E**xpertise and experience. What do you know that you know more than the average gal or guy? So those are the 4 things that you look at in terms of, how do you find the target market. Because it's something related to you.
- Dr. Joe:** Yes.

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- Joel:** Because if it's something outside of you, chances are you're not going to be as enthusiastic about that business, if you're targeting a different market. Plus, you can relate better when you're using some personal experience, history or passion, or even interest.
- Dr. Joe:** Absolutely correct.
- Joel:** Now, in terms of tools, I'm just going to mention some websites that are free that you can test-drive, actually. One is www.goodkeywords.com. Another one is www.wordtracker.com. These are resources where you can go to, to find out what are the most often-searched keywords or words, recently on the web.
- Because if it's something related to your PIPE, your Passion, Interest, your Past history and experience, and Expertise, guess what? Chances are there's people buying that product. So those are the things that I'm going to, that I wanted to, teach you those, goodkeywords.com and wordtracker.com.
- Now, next general topic is joint venture questions, and I'm going to ask the most basic of these questions. **“My question is: How do you set up joint ventures?”**
- Dr. Joe:** Well, the joint ventures in my mind are deals you make with somebody else to endorse your product or service, and they are as simple as how I described me reaching Evel Knievel, Donald Trump, Jay Conrad Levinson, and all those other folks. It was by writing an email. People do that all the time with me, where they'll say, “I have this product, a new e-book, for example, or a new audio course,

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or a new e-class, a new membership site ...” Any number of things. And they’ll write to me and say, “I would like to do a JV with you. Here is the product or the service I have. I think it’ll be of interest to your list for this reason. You can look that over and try it out for yourself at this link, and if you want to endorse this to your list, I pay a 50% commission to do that.” That’s it in a nutshell for me.

Now, a couple of things that are hidden within what I just explained are, first: whenever I’m going after a joint venture with somebody, I’m looking for an affiliate, or I’m looking for somebody to do something with me, or they’re writing to me -- I want to be brief. Again, we’re getting hundreds of e-mails. Everybody’s overwhelmed, they’re stressed out, they’re saturated, they’re out of time. So I’m trying to keep all of that in mind.

And second of all, I’m always asking or allowing people to review my material. So in other words, if somebody writes to me and says, “I have a new e-book,” my first thought is I want to see it. I am not going to endorse anything or want to do a joint venture with anything I have not personally seen. This is one of the things my list has come to know and appreciate with me, is that I do not endorse anything I have not personally used and personally found wonderful, because when I endorse it, when I do a joint venture with somebody, it’s going to be stemming from my own enthusiasm for the product, so my sincerity has to definitely be there.

And then I mentioned the 50% percent commission. I typically do 50% with people, whether I’m asking them to do a JV with me,

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or they're doing it with me. It's just ... it's something I actually learned from Mark Joyner in the early days, when he was first starting Aesop.com, and he was doing e-books with me and a lot of other people.

He's changed the parameters since, and of course he's even going out of business now, and transforming his life now. But in the early days, everything was 50-50, and I always liked that. It simplified it, and it seemed profoundly fair to me. So, when I want somebody to do something, or I get an e-mail from somebody, I love to see, "You'll get paid 50%," or "I'll pay 50% of the price if you do the JV with me." Those are some of my overview ideas, Joel.

Joel: Ok, Dr. Joe. I guess I can tell 2 long stories, so you can go have a drink or go to the bathroom.

Dr. Joe: Alright, then I'm going to. Talk, and I'll be right back.

Joel: OK. In my case, I agree with Dr. Joe on how to set it up, but what I'm going to do is I'm going to share with you 2 specific stories on how to do a really successful joint venture, not just in terms of the money you can make from the joint venture, but also the long-term effect that it will do for you. Now, I call the concept COIN, or Center Of Influence Networking.

But before I explain that, let me just define to you how I see a joint venture. A joint venture really is an agreement to help each other. Usually it starts with one person initiating the offer, and whoever makes the offer, from my perspective, must make a Godfather offer.

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And if you recall the movie *The Godfather*, Marlon Brando, I believe said, "Well, we'll just have to make him an offer he can't refuse." So that's ... you know, that's the best I could mimic him.

So that's the mindset to go into when you are new, you don't have money, you don't have a product, you don't have a website, and you don't have a list. OK, you've got to make it something that the other person cannot refuse. OK, so that's the mindset. You've got to be selfless, or unselfish about it, because the leverage is on the other person. OK?

Now, the way I look at it is this, when you do a Joint Venture, you follow what I call a Center Of Influence Networking, because sometimes getting to the person you want to hook up with may, you know, that may not be there -- the direct approach that's appropriate. I call it the backdoor approach, where you basically go through somebody that they know that has an influence over their opinion.

And you ... and relationship building is very important here. And then you can get that other person's willingness to trust you through the recommendation of this other person that's close to him, and also .. or her ... that's close to you. So that's the whole setup.

Let me give you 2 stories that actually happened in the last year, that became not only lucrative as a business, but it's a long-term proposition. Let me give you a story where I was the recipient of the Joint Venture offer, and the next example I'm going to do is the ... I was the giver of the offer. Is Dr. Joe back on the call?

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- Dr. Joe:** Yes, I'm back.
- Joel:** OK, that was quick.
- Dr. Joe:** Are you there? Hello? Ohhhh, they pulled the plug. Hello?
- Joel:** Hello?
- Dr. Joe:** I'm back.
- Joel:** Sorry, I got cut off somehow. I guess there was just a lot of people on the call.
- Dr. Joe:** OK.
- Joel:** I got bumped off. As I was saying, the first story was really how George McKenzie approached me to co-author the book. He basically proposed to me, "Joel, I wanted to co-author a book with you, actually an e-book first, and you don't have to write anything. I'll just interview you, I'll have it transcribed, and then I'll write the format and all that. Basically I just want to pick your brains on how to build an online list." OK. And I think it was a 3- or 4-hour interview that we did, one-on-one.
- OK? Now, he gave me an offer I can't refuse because, as I said, I prefer to talk than to type, and what's the result to him? Well, not only did we sell I think 1,500 books in basically one day, but also now he's being invited to different conferences. He's now invited to radio shows. Before, he used to invite others to be interviewed in his radio show. Now he's the one who's the expert. And, you know, he's now, he became the MC of my Workshop. So the long-term effect of that is amazing. So that's me as the recipient of the offer. For me, it was a great offer

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because I get a chance to “co-author” a book, write a book, without me physically writing.

Now, the other Joint Ventures where I was the person who offered, and this is my relationship with, I fondly call him the Four Billion Dollar Man, Ted Nicholas. It actually happened at a live seminar, a very popular...I'm not going to say his name, because this is a public call...a very, very popular Internet marketer that you know personally, Dr. Joe, was asking a question to Ted. And we're standing beside each other. He said, “Ted, when is your next seminar?” And Ted said, “Well, I haven't done any major seminar in the U.S. because I haven't found a seminar promoter yet.”

And I took note of that. As soon as most of the people, you know, went back to the room, I stayed and I said, “Ted, I promoted seminars before, and in fact I had my own. I'd like to promote your seminars.”

Well, the Center Of Influence Networking concept was working because Mark Joyner had dinner with him that night, and I know Mark Joyner gave me a good word because the next morning, Ted invited me for breakfast.

Dr. Joe: Amazing.

Joel: He grilled me for about an hour and a half, and we basically, you know, talked, and now we have a seminar together. Now I'm going to be promoting his new line of products through my affiliate list. And you never know when this relationship will take. And that's

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because I was, I guess, you know ... I offered something of value to him, and that's really the key about a Joint Venture. You've got to offer something of value to the other person that he or she can't say no to, which I call a Godfather offer. So that's my answer to Joint Ventures.

Dr. Joe: That's great. That's great.

Joel: OK, I guess that's a good question. Now, on the psychology questions and metaphysics questions, I'd like for Dr. Joe to pick the question but I don't think you have the Word file in front of you, do you, Dr. Joe?

Dr. Joe: No, I don't have anything in front of me at this point.

Joel: Ah, man, you would be the best person to choose this. How about this, OK? I want you to answer this question, Dr. Joe, because this is something that, it's in your area, which is giving. **"I'm willing to find mentor people who want to teach others of self-worth and power. How and where do I find mentors who desire health for humanity? Who will mentor me in my effort to offer a great service to humanity?"**

Dr. Joe: Well, you know, a lot of these things are obvious to me, in the sense that it's just a matter of researching. Boy, it's a matter of doing what we said earlier, when I said go to something like www.ezine-universe.com and type in your interests. You can go to something like ezine-universe.com, or another one is ezinesearch.com, www.ezinesearch.com, and type in "mentors," or type in "giving," or type in "humanity," or type in "mentors," and you will get back...and

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you can do this with Google, too. Google or Dogpile or any of the other search engines that are out there – Yahoo -- and type in these keywords, and you will get back listings that will be leads for you to sift through.

For example, I get e-mails from people that ask me to mentor them, and I get e-mails from people who are starting their own mentoring program. Well, why are they coming to me? They've come to me because they're stumbled across me in their own research, their own searching across the Internet. They went to MrFire.com, or in many cases, they never went to MrFire. They read a book, or they heard of me in somebody else's book, or they did some other research on different websites or e-zines, and my names kept cropping up. Because of the nature of some of my spiritually-oriented writing, they wrote to me, thinking that I could be a mentor, or I would be interested in a mentoring program.

Well, the same strategy can work for you. It's a matter of doing the research, looking at different websites, doing the searches, finding out where the common names are coming from. And you'll quickly learn who the leaders are that have a giving bent to them, that have an interest in mentoring people and being spiritual and being giving. And those are the people that you want to do what we've been talking about in creating relationships and Joint Ventures. You just want to simply write to them with your brief, flattering, to-the-point e-mail, letting them know what you have in mind, and saying, "If you have more interest, let me know, and I'll talk to you on the phone, or I'll give you a website, or I'll send you more documentation."

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I had somebody recently who is starting a program for mentoring youth, and he sent me a folder, he sent me a video -- but this was all after he sent me an initial e-mail saying, "I read your books, and you seem like somebody who would be interested in this. Here's the nature of my subject. Would you like to see more?" And, of course, I said, "Yes," and he followed through with snail mail, giving me, by priority mail, the video and the press kit.

So, again, a lot of this is obvious. I mean, I guess I'm tired enough now, I'm going to tell a joke. I heard this joke the other day about Sherlock Holmes and Watson. They'd gone camping, and Sherlock woke up in the middle of the night, and he woke Watson up and said, "Watson, look up at the sky and tell me what you deduce." And Watson looked up at the sky and he saw all these stars, and he said, "Well, I see millions of stars up there in this beautiful blue sky, so I would imagine that there's life on other universes, because why would there only be life on our universe when there's so many other ones that are potentially there?" And Sherlock said, "You are an idiot. Somebody stole our tent!"

So the point is: some things are obvious -- I mean, look and your tent's gone -- but we don't always know it. So I'm just saying to do the research and you'll find out who the leaders are that could be of interest. And then network with them, build a relationship, contact them. In my mind, it's not a mystery and it's not hard. Again, it goes back to: what is your intention? Then, follow through on that with research, follow through on that with

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building relationships, and follow through on that with persistence. I think, Joel, you said something earlier, very early in our call. It was about doing research and taking action, instead of just doing research, research, research.

Joel: Yes.

Dr. Joe: And, I think that's part of the solution here. We are giving an abundance of information to people, and if all you do is sit and just soak it all up, then you're just doing more research. You're just researching. And that's fine if that's all you want. But if you want to make money online, you're going to have to research, take action, research, take action, research, take action. And then when things connect, note what's working, and keep on going. So ...

Joel: It's like what Yoda said in *Return Of The Jedi*, "There is no try. There's only do."

Dr. Joe: Right.

Joel: You know, I don't know if I said that verbatim, but that's how I remember it. So it's the doing that makes a difference. Next question, Dr. Joe, is very, very appropriate, actually for you, because it's the subject of your book, your best-selling book, the latest one. **"How do you make money on your site -- and I know you do -- when you give so much away?"**

Dr. Joe: Oh, I remember seeing that question. Well, that's *why* I make money.

Joel: That's the secret.

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Dr. Joe:

That's actually the secret. The reason I make money on my website when I give so much away is *because* I give so much away. That's really the secret, and it sounds like some kind of twisted, illogical statement, but it's actually the most truthful of universal truths that I could come up with at this moment in time. I have found throughout my life that by giving I end up receiving.

And I didn't start by giving in order to receive; in fact, that doesn't seem to work. If you start giving your time, your resources, your money, products, whatever it happens to be because you think you will get something in return, you may actually stop the flow. Because it seems to work best when you give with the spirit of giving, but without expectation of return.

Another way to look at this is when I give, it's with the understanding that I will receive somehow, some way, down the road in some wonderful, joyous cause for celebration -- but I don't know how, I don't know when, I don't know who. So the expectation that it has to come in a certain way from a certain person is removed. That's not there at all. It's a matter of giving because giving is what will transform the universe. You give whatever it is that you want to receive. But you're not addicted to how you receive it. And I think this is really the principle that will transform your finances, that will transform the nature of the planet itself.

So if we want to receive love, if we want the world to be more loving, we want to give more love. If we want to receive money, then we do want to give money. We just want to give it without expectations that it's going to come in a particular way.

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Let it come however it's going to come, allow it to be. So I think that's my long-winded answer, but the reason I give so much...I mean, you could look at this from a viral marketing standpoint, too... Let me go on a side note for a second. When I give a lot on my website, it gives more people reasons to go to my website, so it's a traffic inducer.

When people hear -- because it spreads to the Internet grapevine very quickly -- that Joe has dozens of free articles, or that he puts his ***Spiritual Marketing*** book online as an e-book for free, or that there's many downloadable audios...like when you sign up with MrFire.com, you can listen to a 40-minute audio for free. When word gets out about that, it causes traffic to my site. The traffic at MrFire.com is huge. I get enormous traffic there. Not everybody buys something, but that doesn't matter to me.

I think I'm kicking in the giving principle because I give so much. And I think because so many people visit the site, enough of them stay long enough to buy something, and even more importantly, enough of them keep coming back to keep buying something. And more important than that, enough of them sign up for my e-mail list that it swells the list, and then I can keep going to them with offers, and they buy something. But it makes it all worthwhile.

But really, the bottom line is, the reason I make so much money when I give so much away is *because* I give so much away.

Joel:

Wow, what a profound statement and so true. You know, I couldn't really add much more to what Dr. Joe said. In my case, I'm doing all

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these free Teleseminars, I'm doing all these newsletters, free e-books because I've seen it in my own life. My parents had 7 children. There were 7 of us, but they still managed to help a lot of poor people, and they still managed to send a lot more kids to school, and they eventually became successful professionals, these kids that they sent to school.

And when I saw that as a living example while I was growing up, and I saw them retire – and boy, they were financially well off when they retired, and this was in the Philippines, now, OK? We're not talking the U.S. And, I'm thinking, "Wow, it's amazing! It's amazing how they've prospered so much, even though they've given so much away." And for me, really, my legacy is just to pass on that legacy, and that's what I'm doing with all this information.

And the way I look at it from a business standpoint is this: When people get a taste of what you give away, whether it's a free e-book, a free Teleseminar, a free sample, a free chapter, they're thinking, "Wow, if he's giving something away for free, can you imagine if I pay him, or can you imagine the paid product that I will buy from him?" I think that's one reason why people really go for the products -- because they get a taste of it. So that's a business standpoint answer, but I really don't know.

All I know is this one line from my mother. She always tells me this, OK? There's a lot of people that owes my mom a lot of money, practically 2/3 of the town, because it's a fairly poor town. And I said, "How do you not ask for your money?" It's like decades before

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they pay. And she said, “Well, Joel, when you give, God provides.” When you give, God provides. And that’s all the answer I needed. So, that’s my quick answer to that one.

Dr. Joe: Beautiful. Great answer, great answer.

Joel: Now, the next question, Dr. Joe, or the next category is debt elimination and money management. I know you gave a link on the first call and those who missed that call, you will get that link in the recording. But this one ... I wanted to ask these 2 questions because I think this is one of the root causes of lack. And I think if we hear your answer, and I guess when they hear my answer, this will be helpful. Two questions, but they’re kind of related: **“Any advice on keeping up stamina and motivation when in poverty? And, what are the causes of self-sabotage in the area of financial success, and what are the ways to overcome it?”**

Dr. Joe: What was the first question again, Joel?

Joel: Any advice on keeping up stamina and motivation when in poverty?

Dr. Joe: OK, stamina and motivation, and the other one was sabotage.

Joel: Yes.

Dr. Joe: OK. The stamina and motivation for me is when you’re doing what you love, then your passion is keeping your juices high. It’s when you’re not doing what you love that you have to look for ways to keep your stamina and motivation up. I mean, to me, that’s probably a very quick but succinct answer. That’s

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probably wise, because I found throughout my life -- and I think I mentioned it in the call last week -- that all I've ever done ... if there's any one reason for my successes, it's I followed my enthusiasms. Which is similar to Joseph Campbell's "Follow your bliss."

All I've done is paid attention to what am I personally interested in? What am I personally fascinated by? What am I personally enthused about? What am I personally curious about? And I went in those directions. If I had to pull myself up by the bootstraps every morning because I really didn't want to do what was there in front of me during the day, I'd have a real tough go of it. So my first answer is to do what you love, to do what excites you.

The second part of this is, I know a lot of people are working at jobs they don't like, that they don't love, and they really do have to encourage themselves to go. I worked at Exxon for many years back in Houston, many, many years ago, and I hated it. It was a security that was real tough to let go of, but the security was illusionary, and I think that's worth noting.

I really believed that as long as I kept going, I would get my weekly paycheck, I could be there forever, I could do my little things on the side, my books and my talks and my classes and so forth, but I had my comfort bed there. I had something to fall back on. Well, it was an illusion, because when the oil crisis hit back in Houston -- whatever it was, '80s, '70s, whatever -- and people were laid off, I was no exception. And millions, not millions but hundreds to thousands of other people were laid off too.

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So, going to a job that you don't care for
because you believe it's going to take care of
you is an illusion.

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Dr. Joe:

If you have to keep it for whatever reason right now, then I think you have to look at it as a blessing. And if you look at it as a blessing and think -- Oh my God, there's people that are homeless right now, there are people that are starving right now in our own country, probably in your own city, probably people you pass every day ... and you have a job, and you have a home, and you've got comfort, and you've got food, and you've got a TV, and you've got a phone to listen to this material from Joel and I -- then you can realize that you're living like a king or a queen. And that can transform what's going on in your life. And you don't need to pull yourself up by your bootstraps.

And another thing to consider there is ... I mentioned Barry Neil Kaufman earlier and his book and The Option Institute. He wrote a book called ***To Love is to Be Happy With***. And that whole message is: You don't need anything to be happy right now. You don't need anything. You don't need a different job. You don't need to make a million dollars. You don't need to have the particular relationship. You don't need to have an Internet business. You don't need to have anything to be happy right now.

Hank Williams, Jr., had this great quote that was ... it went something like, "If you're not happy, you're missing a great opportunity." So, you can look around, and you can decide that no matter where you are, what you're doing, how you are, what your finances are, and where you have to go to work tomorrow, that you can be happy -- no matter what. And I guess this ties into that second part about self-sabotage. And again, I want to remind people that at the, beginning on last week's

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call, I gave several resources all donated by lots of different people, on overcoming self-sabotage. One of them is from a hypnotist, Wendi. And again, that's all going to be in the transcript. That'll all be online for you to listen to and access.

Self-sabotage is somewhat hidden, in the sense that it usually stems from beliefs in your unconscious, but my own belief about that is that the unconscious is not hidden from you if you turn the light on.

For example, I can ask you a question right now, and the answer to it is unconscious in your mind, but as soon as I ask a question, you'll bring it to your conscious awareness. And beliefs are exactly the same way. So all I have to do is look at you and say, "What is your phone number?" Well, your phone number was unconscious before I asked the question. Once I ask the question, it surfaced. Your beliefs, the self-sabotage limiting beliefs that are there, are the same way.

If you sat down, or especially if I sat down with you, and said, "Let's explore the reasons why you feel you don't have money right now, or you don't have the amount of money you expect to have right now." And I said, "What do you think is in the way?" you would start to answer. You would say things like, "Well, you know, the world's against me," or "I don't like my job," or "I don't get paid enough." Once we went past the kind of blaming excuses, the ones that look to the outer but blame it on circumstances, we'll start to look within. And I'll say something like, "What within you could be causing this to happen?"

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Or another question that's very revealing is, "What's the benefit that you're getting from your circumstances being the way they are?" Now, pause and consider that for a minute, because it's a profound question. It can unlock your treasures right there. If you look at your situation and say, "What is the positive reason for me experiencing this financial difficulty?" you're going to turn up some of the beliefs that caused it. And once you turn up those beliefs, then you're at choice. You can say, "OK, do I believe this particular belief? Do I want to continue believing it?" If your answer is "Yes," you might ask, "Why?" If your answer is "No," okay, let's let it go. "And what would I like to believe instead?"

There's lots of beliefs out there that can stop you from making money -- everything from you don't want to make more than your parents, or I don't deserve it, or I don't know what I'm talking about, or I don't know what I'm doing, to money is bad -- that's a big one - - to money is evil, or if I had a lot of money I would misuse it, money corrupts, people who have money are evil. I mean, there's so many of these beliefs.

In my latest book, ***The Greatest Money-Making Secret in History!***, Mandy Evans, a wonderful counselor, listed, I think, 49 beliefs that stop people from having money. And Dan Klatt, who wrote an article that I distributed to my list a few weeks ago, also wrote something like the top 10 beliefs that stop you from having money. I can post all of this on my mrfire.com website so you can access it later. But the point is here, you can do some soul-searching. You can look within, and find these beliefs that are stopping you from

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having what you want. I really believe, and I'll shut up here in a second, Joel...

Joel: That's OK, I'm enjoying. I'm learning a lot. So go ahead.

Dr. Joe: Thank you. I really believe we live in a belief-driven universe. I feel that everything that we are experiencing in our lives is coming, is stemming, from our beliefs. That we are the predominant creative force in our life. And this is a metaphysical principle that is very tough to swallow when you first hear it, but *you* are the responsible person for everything that's going on in your life. You've got to quit blaming people. Whenever you're pointing at other people, you're throwing your power to them. It's not the other people. It's not the government. It's not the economy. It's not the world situation. It's not your horoscope. It's not any of that. The point of power is now, and the point of power is within you. And I think I'll shut up.

Joel: All right. Woohoo! That was a good one. All right. I don't think I can add anymore but, you know, I'll just share some insights and, I guess, a story coming from someone who didn't grow up in a developed country like the U.S. Advice on keeping up stamina and motivation when in poverty... I came, I'm not sure if you knew this, Dr. Joe...I came to the states with \$800 to my name.

Dr. Joe: No, I did not know that.

Joel: This was when I was 20 and a half, almost 21. I was recruited as a therapist back home, and it was ... if you ever get uprooted from your home country and go to the new country,

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and you're away from your family, your relatives ... it is a depressing time. I mean, it's just depressing. You know, it's ... you struggle. And the way I kept myself up was actually writing letters. That's what I did, you know. I wrote a journal. I wrote to my friends back home. I had a girlfriend that I wrote to. You know, I was just expressing myself in other means. OK?

Now, oh man, I remember I gained about 40 pounds within -- I was weighing a mere 117 pounds when I came to the U.S. -- in probably 3 months. I gained like 42 pounds, because all I could eat was fast food.

Dr. Joe: Oh.

Joel: So I was, you know, McDonald's in the morning. Anyway, the point of the matter is this: I read a lot of books and listened to tapes during those times, and I prayed a lot. Those three things: read books, listened to tapes, motivational tapes, and prayed. And if I could add more. I actually ... this was not a good technique at the time because long-distance was expensive, especially back then. This was more than a decade ago. So I was calling back home, and that was not good, because my bill was like 3, 4, 5 hundred dollars a month on long-distance bills. You know, it was all out.

Now in terms of self-sabotage, from my viewpoint, I think it's a matter of determining the difference between a want and a need. The good thing about being in a first-world country, from my perspective, is the bad thing about being in a first-world country. It's ... I guess it's the scourge, for lack of a better word, of abundance -- where you see

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abundance so much that it's hard to determine what is a want and what is a need. You know, like, I noticed that here, we want a nicer car, but back home you'd be lucky to have slippers to walk in. So there's a difference in that. I think realizing what you want and what you need, and the difference between the two, would really be useful in overcoming that financial self-sabotage.

And also, I think it also deals with how you see yourself. I'm not a psychologist, but I noticed this ... that when I was a physical therapist as an employee, when I expected this kind of salary, I got it. But when I went beyond that, you know, I somehow found ways to spend it, overspend it. Because I think my self-esteem at the time couldn't handle the higher level.

When I started my own business, that was even tough because, tougher, because I was 25 when I had my own business, and I was only in America like 4 or 5 years, and my income back then was in the ... was 6 figures already, and I was an immigrant. And somehow I managed to lose a big part of that, and basically close my practice. And then I regained it back again, I had to take unemployment instead of being self-employed, and that was a key factor.

Now, realizing that, though, through reading, through attending seminars, through listening to tapes...I listened to a lot of Nightingale-Conant. I must have a whole room. In fact, I have to have a separate...in fact, I'm in this home office right now, Dr. Joe, that's in my backyard, which is separate from my home because I've outgrown my library. My home office upstairs has a lot more audios and

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videos and books than I could handle, so I had to build a new one.

And to me, learning that factor ... the book that's helped me a lot, which, by the way, I would highly recommend, is ***Psycho-Cybernetics***.

Dr. Joe: Ah, great book.

Joel: That is an excellent book. It's talking about that ... you know, it's like a heat-seeking missile within you, that you have a thermostat within you, that that's all you can go, and if you can go higher than that then you're going to go back lower. And books like that are really helpful. Another tape program that I highly, highly recommend, that's helped me a lot through the process, is ***Lead the Field***, by Nightingale-Conant.

Dr. Joe: Oh, yes. By Earl Nightingale.

Joel: Now, I'm not saying to buy them, by the way, because the topic is how to make money online and learn all this without ... if you have no money. Well, guess what? Go to a library. The books I mentioned, the tapes I mentioned, are available to borrow from the library.

Dr. Joe: Yeah, the ***Psycho-Cybernetics*** is by Maxwell Maltz.

Joel: Yes.

Dr. Joe: Well in print. There's a revised version. Dan Kennedy credits it with a lot of his own success. Dan is a famous marketer, who has influenced a lot of other marketing people, including me. And Dan Kennedy sells the

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rights to that material, so you can find that at the library, you can find it in bookstores. And Earl Nightingale's tape series is famous, and the library also carries it, because it's an older tape set. But you can also find a description of it at www.nightingale.com.

Joel: Kewl. And my last statement for that before we move on to ... I guess we can get to the step-by-step plan now, Dr. Joe ...

Dr. Joe: Yes. We'd better.

Joel: ... is this. Oh my gosh, I just lost my train of thought. Can you believe that?

Dr. Joe: We've been talking for a long time.

Joel: Backtrack me a little bit, Dr. Joe. Oh, *Psycho-Cybernetics*... OK, OK. Oh, here's the thing, I call it mission-based marketing, or mission-based selling, or mission-based business. When you have a long-term vision, a long-term mission, that's going beyond yourself -- and I strongly, strongly believe this, because I saw this in my own father -- that if you have a mission to basically make a difference in humanity, you will do everything in your power to make that happen.

And the reason for that, I believe, is because you will do more for someone else and for others, than you would do for yourself. Because when you take yourself outside of it, you're, I mean, you're like a man on a mission, or a woman on a mission.

Dr. Joe: Yeah.

Joel: That nothing can stop you.

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- Dr. Joe:** That is a brilliant insight.
- Joel:** You know, and nothing that's, like, putting you down right now can stop you, because you are on a mission. That's why I call it mission-based marketing. So you've got to have a cause to your business, to your online marketing endeavors. There's got to be something beyond the money, because it's not just about the money. It's way beyond the money. So I stop with that point.
- Dr. Joe:** Well, Jose Silva gave a bit of advice. He's also another one like Maxwell Maltz, who's done a lot of work with the power of the mind. And the Silva Mind Control Method is very powerful today, as it was when he first originated it. He said that any goal you should come up with should influence at least two other people besides yourself.
- Joel:** Ah.
- Dr. Joe:** And I always loved that because it was a way to transform the universe with just a couple of people at a time. But it also took you out of your own ego, because if you only do something for yourself, you don't have as much power, as much juice, as much energy, as much enthusiasm, as you do when you want to do it for yourself and a couple other people that you know are going to benefit. So I really love that little reminder, that tip from Jose Silva. Have a goal. Whenever you state a goal, be sure that it's going to influence at least two other people besides you.
- Joel:** Great. That's a good book, by the way, which is the ***Silva Mind Control Method***. Right, Dr. Joe, is what he wrote?

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- Dr. Joe:** Yes.
- Joel:** Just a quick tip. The book that helped me find my mission and discover my passion was ***Seven Habits of Highly Effective People*** by Stephen Covey.
- Dr. Joe:** Yes.
- Joel:** OK, now, Dr. Joe, are you ready? We just went through 2½ hours of pure content. Now are we ready for the step-by-step plan?
- Dr. Joe:** Yes, I've got it here. In fact, if you've not snuck away to go to the bathroom or get a drink, here's your chance.
- Joel:** Oh, kewl. Thank you. I needed that.
- Dr. Joe:** OK, well, why don't you go ahead and do that. What I'm going to talk about right now is a 30-day strategy that you can use when you're basically broke and you don't know what to do next. We mentioned last week about Joe Kumar, the 18-year-old kid from Singapore who wrote me and 29 other marketing folks, and asked us all to turn in a 30-day marketing plan for him. How would we market an Internet business when we didn't have a product, and we were dead broke? And this was the plan that I gave him. This is the plan that's in his book, ***30 Days to Internet Marketing Success***.
- I'm going to go through it fairly quickly, knowing that you can listen to this later when the audio is made available, and knowing that you can read the transcript later, when the transcript's made available. So if it feels like

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I'm going too fast, I probably am, but you will have access to it later.

So I told him, Joe Kumar, that the very first thing I would do on **Day 1** is remind yourself that everything is going to be OK. I'd take a bunch of deep breaths, I'd relax, I'd settle down, I'd look around and realize, OK, I'm not homeless. Or if I was -- a lot of people have been homeless -- I'm not bankrupt. But if I was, a lot of people have been bankrupt, but they've all turned it around. You can always find models. You can find examples of people who are now very well off, who were once hopelessly, even at times suicidal in their mindset, but they pulled out of it. So look around, realize you're OK. Realize right now in this moment in time all is well.

And the next thing I would do is the way I began both of these calls with Joel -- the one last week and the one this week -- is by setting an intention. You know by now I'm a great believer in the power of intention. Your words have power and will direct your energies. So I would say, make your intention that very first day. What do you want to have happen in 30 days? Where do you want to be? How much money do you want to make? How will life be for you? Declare it, intend it, and it will be so. It will direct everything that you do. It will frame your flight path, so to speak.

The next thing I would do -- and this is all on Step 1, or Day 1 -- is I would jump online, and I would start searching for problems. And what I mean there is, I'd look at what I'm interested in. And this goes back to what I said earlier. I'd look, I'd put the mirror up in front of my face, and say, "What am I

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interested in? Is it horses? Is it guitars? Is it...?" You know, whatever it happens to be for you. Whatever I say is just going to reflect what I'm interested in. You want to know what *you're* interested in.

So then you would take those keywords and go to ezine-universe.com or maybe ezinesearch.com, or maybe google.com. Type all those words in, and start finding those groups interested in the subject you are. And spend time doing that research that first day to find out: What are their problems? What are their concerns? So Day 1 is a day of research.

Day 2 would be that you would confirm your research that you found that particular ... the day before. So if you find that a particular group -- if you're looking at horse raising, or horse training, or whatever it happens to be -- has a problem, research that problem. Begin to consider that you're going to create an e-product of some sort. Maybe it'll be an e-book, maybe it'll be an e-class, maybe it'll be an e-audio, maybe it'll be an e-video. I don't know what it'll be. Maybe it'll be a gift item that you actually ship offline. I don't know, and you don't either. And that's why on Day 2, you're doing research.

On **Day 3**, you're considering the focus of your topic. Maybe by now you've honed in on who is the product for. What is their problem? Maybe you're starting to deal and consider what are answers to their problem? Maybe you can do further research and find other people who have solved the problem, and you can be like an editor. And you gather all the information together, so you can create an instant product.

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I think we said last week, when Joel and I did the first part of this 2-parter, that you can create an instant product by interviewing other experts, much like Joe Kumar did with me. You can write an e-mail to them and ask questions. You can get them on the phone. You can meet them in person and have a tape recorder in your hand. There's so many different ways that you can do it. So that's on Day 3.

Day 4 you want to look around and continue doing your work, but this is where you have to consider: Do you have financial problems right at the moment? So if the creditors are calling, you might want to contact each one of them and assure them that they're going to have their money in 30 days, or 60 days. You want to calm them down. Most of the time with creditors, they just need to be informed that you are not going to rip them off, that you are taking action. And I'd also spend Day 4 doing things like relaxing, listening to music, reminding myself of my intention, and keep on writing. I want to keep doing the research. I want to stay focused.

On **Day 5**, I want to make sure that I'm still going forward. If for some reason I feel like I'm running out of money, or I'm getting worried about money, I might want to list some things on eBay at www.ebay.com. Most people know what that is by now, but you can list things that are probably considered junk to you, on eBay, and sell it for good money. You never know. But you can always go there and list them and see where they go. You can also, on this Day 5, continue doing research, because you may find that you can create more than one e-

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product, depending on what the research shows for you.

Day 6 I'd set up an account with ClickBank. ClickBank.com is my favorite place to sell products these days. I have many of my books that go through ClickBank. ClickBank will run the credit cards, process everything for you, make sure that everybody gets the download link. If there's any returns or refunds, they'll handle it. They charge to do it; they just take a percentage of your sales. It costs \$50 to set up an account with ClickBank. If for some reason you were broke and you didn't even have 50 bucks, I tell you, I'd go and cut grass, I'd go and trim somebody's trees, I'd go and do somebody's laundry, I'd borrow it from a relative. I'd find some way to get the 50 bucks, even if you have to go on the street and perform magic or dancing or, you know ... who knows what for donations.

Day 7, I'd finish the main book that you've been working on. Now, you can write a book in 7 days. Keep in mind that I wrote that. I wrote a book on how to write your own book in 7 days. It's described at www.7dayebook.com. Jim Edwards and I did it. So you can write a book in 7 days. You can do your editing later. You can get the gist of it done in 7 days. E-books do not have to be very long. I've seen e-books that were 50 pages. I've seen e-books that were 500 pages, and in 2 volumes. So, that's up to you how you want to do it.

But on Day 7, I'd be working on finishing that main book, and starting to consider what kind of bonuses might go with that book when you sell it to people. You can find bonuses online.

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The Internet is the kingdom of free items. All you have to do is, again, more research at Google, at Yahoo, whatever you want. Type in some of the keywords that you typed in earlier, and look for the freebies. People are always giving freebies. You want to ask if you can use those freebies to give as bonuses to customers who buy your book. So start gathering those or considering how you can create those.

Number 8 is, start ... **Day 8** start considering how you'll write your sales letter, because you're going to have to write the greatest sales letter of your life. And again, you can always go to www.hypnoticwritingwizard.com and you can use the software for 7 days there and never even have to buy it, and you can use it to write your sales letter. And again, this isn't going to cost you a penny, but you need to have a sales letter that'll go up on your site.

Day 9 I'd probably spend some time and read some inspirational material. It's time to take a break, refuel the inner part of you. My bestselling book ***Spiritual Marketing***, you can read for free online at www.mrfire.com/spirit. Read ***Spiritual Marketing*** for inspiration. Or go to the library and get Jose Silva's books, or get Maxwell Maltz's book, or read my favorite book of all-time (which I'm forgetting) -- ***The Magic of Believing*** by Claude Bristol.

OK, **Day 10**, back to the computer. And you're going to start sending out e-mails to everyone who has a list pertaining to the subject of your e-book. Now again, you can find these people by just doing your research. When you went to those e-zines, all those e-

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zines are run by people who own the list for those e-zines. So you'll write to them. Tell them that you're putting together or just put together a book, you'll be announcing it soon, it's on a subject that everybody on their list is going to be interested in. And you ask if they'll be interested in reviewing the book, maybe endorsing the book, maybe being an affiliate for your book. So Day 10, you find those names and you write to them.

Day 11 you're going to put up a website, and you use a free service. I gave them out last week. Right now I don't remember what they were. I think godaddy.com might either have a free one or a very low-cost one. That would be www.godaddy.com, and www.doteasy.com. So I'd put up a website on Day 11.

On **Day 12**, I'd start letting those e-zines and e-groups know about your book. You're looking for affiliates now, so all the research you did beforehand is going to pay off when you're making those relationships and you're making those contacts.

On **Day 13**, it's time to think out of the box. I'd start thinking of ways to get media attention for your product. That's when you want to read Joel's book, because it's all about getting traffic and building lists with offline methods. One of my favorite offline methods is with a news release. And you can send news releases out on your product or service, being sure it's targeted. You only want the people who would be interested in your product to know about your product, and you can send it out online by going to www.imediafax.com, and I think it'll cost you a quarter per news release to send out your

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news release. So if you've got a dollar, you can send out 4 of them that day.

On **Day 14**, I'd create an autoresponder series that's based on the topic of your new e-book. This can be excerpts from the book, much like what Joel did with a sales letter that he turned into an autoresponder course. I've done this, where I'll take a whole article and break it up -- and they're just tips, and one tip a day goes out by autoresponder. You can use a free autoresponder at www.getresponse.com. The free one is only different from the paid one in the sense that the free one will have an ad that goes out every time your autoresponder goes out, but it's a small price to pay to get this for free.

Day 15, I would let groups and e-zines know about the free autoresponder, because this is going to be of interest to them.

All right. **Day 16** you want to review what you've created and now see if you can build from it. So you want to look to see if there's another product, maybe an up-sell, maybe a more expensive item, maybe Volume 2, maybe an audio version of what you just created, maybe a video version of what you just created, maybe a gift item. See what the spin-off is to what you just created.

So **Day 17** is: You'd write the new e-book, or up-sell package. You'd start to work on it.

Day 18 you'd just fulfill that, keep on going, and write more on it.

Day 19 you might take the day off and read my book ***The Greatest Money-Making***

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Secret in History!, which I'll put the e-book version of, for free, online at mrfire.com. Go to www.mrfire.com/spiritsecret. **[And log on with User: spirit and Password: joevbonus03. You'll get 19 bonuses!]**

On **Day 20**, by now you should be selling your product, and you should be creating a list of buyers. In other words, people are buying your product, and as they buy it, you're creating a list. Or they're going to your website and signing up for the newsletter you put together there. So now what you want to do is look for other products that have already been created, that your target market is wanting to know more about. So now you can become an affiliate for those other products, and offer those other products to your existing list. So now you can make money, when you didn't make the product. You'll make money off of other people's products because now you have a list.

Day 21 you can create. This is a real fun insight here. On Day 21, you can create a new e-book of nothing but quotes for the market you're now serving. So in other words, if you wrote an e-book about horses or some e-product about horses, now go out and collect quotes about horses. And I'm talking about the quotes from famous people and unknown people. They can be short quotes, three lines or less. Put them all together in a book, and this you can give away.

It'll be viral marketing. You can say, "Here is a collection," or "The Greatest Horse Quotes of All Time!" Which of course will be interesting to the horse lovers. Not

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necessarily you or I, but if you're a horse lover, you might want this collection of quotes. This is another reason that'll drive people to your website. You'll put a little link at the bottom of it to announce and describe your book, and it'll get people to go buy your book.

Then, **Day 22** you can also collect jokes about whatever the topic is that you've just written about. So it can be jokes about horses – "The Greatest Horse Jokes Ever Told!" It doesn't matter what it is, but you collect these jokes, and believe me, jokes are very easy to find online. You heard me tell one earlier. Where do you think I got it? It was online. So number 22 is you find jokes, compile them, then you have a free viral e-book on jokes for whatever your niche market is. At the end of it...

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Dr. Joe:

At the end of that product, you put a link in for your main product that you're selling, a link to your website, and distribute the joke book to all of the people that have shown interest in it -- the websites, the e-zines, the e-groups. That's viral marketing.

Day 23 I'd go back to the media, and tell them about your odd freebies -- your joke book and your quote book. These are reasons to get more news, so again, go to www.imediafax.com, and if you only have a dollar, you send out 4 news releases that day.

Day 24 is pretty much the same as some of the other days, where you now have a list of buyers and know where the groups and e-zines are for your niche. So you are now seen as an expert, so what you want to start doing is writing articles and distributing them to your buyers, to e-zine owners, to website owners, to other groups. You're now the author of a book, and when you're an author of something, you're seen as an authority. The word "author" is in "authority." So milk that a little bit on Day 24. Start writing articles and distributing them so you can be further seen as the expert on your subject, which will give you further promotion for the product that you created.

On **Day 25**, you might want to conduct a survey to find out what your niche wants next. And again, you can go to surveymonkey.com. You can ask these people one question like Joel did about their biggest problem, and he became the Master ListBuilder as a result.

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You can find out what their biggest problems are, their biggest concerns. Pay attention to what they tell you and create something on it to solve it. So they'll tell you what they want next.

Day 26 you deserve a break. Go see a movie. Visit a friend. Play the guitar. Do something fun. Relax a little.

Day 27 you don't want to forget about the offline world, so you might find a local group that's interested in you speaking to them about your niche market. So again, if you wrote something on horses, find the horse lovers. Go to the horse lovers' breakfast group, or lunch group, dinner group, their annual meeting, whatever it is. Offer yourself as a speaker. And you can sell your material to them in the back of the room, which I did for years in Houston.

Day 28 you can take your e-book and publish it. You don't have to publish it in vast quantity, because if you're still worried about money -- and at this point you shouldn't be -- because you can make pretty good money pretty quick on the Internet following this strategy. So Day 28, you can publish your book. You can go someplace like [pushbuttonpress.com](http://www.pushbuttonpress.com/), which is <http://www.pushbuttonpress.com/>. They can publish any book in five minutes. That's right, 5 minutes. And they can publish one copy, 10 copies, 100 copies, 1,000 copies.

When you've published your book, you can sell it for everything, anything that you want, and you can try to do the Amazon campaign that both Joel Christopher and I have done to make our books best-sellers, and push yours

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up to a best-seller status, which is a separate strategy that anybody can do. So Day 28, consider publishing your actual book.

Day 29. This is very important. Look back over the last 29 days and ask yourself, “What is working?” What, out of everything you’ve done, has been working for you? Because like the power of intention, when you focus on what’s working, you start to do more of what’s working. Everything that isn’t working drops aside. It’s a rule in psychology that whatever you focus on will expand. So you want to focus on what’s been working in the last 29 days, so you’ll do more of it. Focus on the positive to get more positive. Focus on where you’ve been making money to make more money.

On **Day 30**, I’d celebrate. I’d dance in the street. I’d throw a big party for all my friends. I’d write and invite Joel Christopher and Joe Vitale to come to the party. Day 30 is a day of celebration.

There it is. I’m out of breath, I’m hoarse, but there’s a 30-day marketing strategy. And Joel, are you back?

Joel:

Amazing, Dr. Joe. That is simply amazing. Very detailed. I mean, follow it and it’s your road to success, you know? And how can I be more detailed than that? There’s no way. So what I’m going to do is I’m going to share with you like the big picture of really starting from scratch. But also I’m going to give you three specific ... what’s the word? ... vehicles that you can use to make money online even

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if you have no product, no website...what's the other one? No money, and no experience. OK?

Dr. Joe: Right.

Joel: By the way, this information came out of a really interesting experiment I did last year. So I'm just going to give a quick background on how it happened, and what the lessons I learned from it. What I did was, I did a 5-week survey. I asked. That's how I interacted with my list members. At the time, my list members were only about, I think, 50 or 60 thousand. And by the way, you don't have to have that size list to do what I'm going to teach you.

I'm just saying how, how this all, this concept, this 5-step program started and came about. And what I did was, in June of last year, I actually had, on the 6th week ... I actually had people bid on my time, to be in my house, using my -- actually their -- laptops and my computers, and the goal is to make money online in 7 days. And I guaranteed it, even though really, it was an experiment on my part. I still ... I wanted to deliver. And actually there was a follow-up coaching after that. But the key is to make money in 7 days, [to see] if it's really possible.

And I had three people who bid on my time, which is interesting because the highest bid I got wanted to bid \$12,000 for my time. But I said, "You're crazy! The highest bid right now is \$5,001. Why would you bid \$12,000?" So really, it ended up being \$6,500. So if you totaled the bids of the three, that was probably an \$18,000 bid.

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Dr. Joe: Wow.

Joel: So this is an \$18,000 business plan, at least. Now, what happened was, actually, I picked out 3 different people, at 3 different levels. One was an advanced person, the other one was an intermediate, and the one was a total newbie -- no product, no list, nothing. And I learned from the process, hands-on. And overall, what I learned was ... you know what's really the most interesting lesson I learned from that experience, Dr. Joe?

Dr. Joe: What?

Joel: Was the stronger the motivation and the longer the business plan of the participants, in terms of long-term vision, so much the better. And I've seen that's where the mission-based marketing concept comes about. OK? Now, I'm going to lay out the 3 things that needed to be done before I lay out the 5 steps.

The first one really is to write your intention, in the words of Dr. Joe. In my words, is your exit strategy. What is it that you really want out of your business, once you retire, once you sell it? Like in my case, you know, I'm 45. (I wrote this down 11 years ago) At age 45, I'm going to be in the Philippines with my own island, with my own resort, so that rich people like Dr. Joe and people who will be rich when they listen to this call and really apply the principles that Dr. Joe just laid out, will be my clients in my resort. **And the people from my town, which is Tabango, Leyte, Philippines, will be working, and they will have money to earn. So it's a win-win-win situation. So that's really my exit strategy, and I have 9 more years to go.**

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Now, what is it for you? What is your exit strategy? Now the next thing you do is you...by the way, when you put in your exit strategy, you have to be realistic and determine what is the learning curve process, Because yes, you can make money within 30 days, even within 7 days, online. The size of it is not significant. What's significant is you made money. Even if you made a dollar. I remember my first 10 bucks that I made, I made after 4 months when I first started, 9 months into .. from the beginning of my research. But it's really, you know, only after 4 months after got started, which is the key.

Now, the second thing you write down is also, write down your assets. Yes, you may be in debt, like I was when I first started. Yes, you may think you have a lot of bills. Yes, you may think that you're ... what's the word in English? ... you're in over your head. Is that how you say it, Dr. Joe?

Dr. Joe: Yes, that's good.

Joel: Yes, but you have assets. The clothes you wear is an asset. The grey matter in between your ears is an asset. You may have organizational skills. You may have speaking skills. You may have a way to transcribe stuff. You may have a hobby that can be lucrative. What is it that you have? And the reason why I say it's an asset, you know, find what assets you have because sometimes a liability you may overlook and not consider it an asset.

Let me give you a specific example why is this important. You've got to write down everything you have -- whether your eyesight, your ability to talk, your ability to walk,

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because people may be blind, they may not be able to walk.

Now I'll give you a real-life example on how I did what I said earlier, when I made \$18,000 ...I'm sorry, \$12,000 gross sales, \$8,000 net, in 18 days, and I was away in the Philippines for 10 of those 18 days. And I haven't really mentioned this before, but I'm going to mention this, I'm going to reveal this stuff for the first time.

At that time, I had a losing liability. I had a house in Florida that was losing money. I used to rent it for years, but I lost my tenant. And, Dr. Joe, I contacted a real estate [agent], who promised she will be able to sell it within 30 – maximum 60 days -- and I was paying quite a sum of money for that. I mean, I can't afford 2 mortgages at that time. So it was ... I was bleeding. I mean, it was 6 months, there was no buyer.

Well, lo and behold, I went to a seminar, and the seminar organizer, one of the people who worked there, needed to buy a house but they couldn't afford the down payment. I didn't tell them I was really bleeding financially because of that house. But you know what they did? They said, "How about this?" -- you know, because normally it's 15% down, at the least 10% down, because if they want to assume somehow there was something wrong with their credit history -- so they said they wanted to basically get into the house, try it for a year. Sub-lease it, I guess is the word. And they'll pay me the rent with the option to buy. Well, I said, "OK, I guess \$1,000 is better than paying \$800, \$900 a month for the mortgage." Right, Dr. Joe?

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So, what I did was, I agreed to it, and I said, “Well, how about this? Can I have the resale rights to a product that you have that’s a high-ticket item, which is \$1,500 per sale?” And the resale rights commission was 80%. Well, that was the deal. The liability, which was the losing house, which was bleeding money for me, became an asset. And I didn’t even see that for 6 months. I had been dealing with these people for like 3 months. I didn’t see it until it was brought up in a conversation, coincidentally.

So what you have right now -- you may have a car that’s being parked right now that’s an asset. You can use it for something, OK? And this will make more sense when I tell you. Especially your time. Time is an asset. Yes, you may not have a job right now, but guess what? You have a lot of time, and you can use this with one of the vehicles that I’m going to share with you, OK?

And, the third thing now is really write down your PIPE. This is related to your assets, but it’s more internal skills and knowledge that you have. So write down your PIPE, your Passion, your Interest, your Personal experience and your Expertise. You may not think you have it, but you do. So, keep writing. It’s like writing a journal. Now, those are the 3 things you must write before you start.

When I started my business 4 years ago, I wrote down my business plan even before I had my first list. Writing that down, especially your exit strategies, is very important because you now have a mission, you have a goal to go after. Now, these are the 5 steps that I learned from that 3-day experience, and

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really in the last 3 years that I've been in business, OK? And, it's related to what you wrote, I guess on Day 1, because you can write all those three things on Day 1.

First step to massive Internet marketing success is discover and sell your **PIPE**. You've got to start with your PIPE. It could be a **P**assion, it could be something that you're **I**nterested in, it could be your **P**ersonal experience, and it could be something that you're an **E**xpert at, OK? Again, you could work in accounting for 10, 15 years. That is an expertise that the average Joe or Jane don't have, you can bank on that.

The next step... again, I'm talking Big Picture here and I'm going to give you specific, actually vehicles to make this happen for you pretty quick. It could happen as quick as 7 days, it could happen as long as 30 to 60 days. The second step to massive Internet marketing success, from my experience and from my testing, is you've got to target your marketing to a niche market. You get rich in your niche. It's related to your passion, it's related to your interest, it's related to your personal experience and your expertise.

Because if you play in a niche market that you're familiar with personally and intimately, chances are your enthusiasm will show, your zest will show. And when you show that, your passion comes out in your communication with them, whether it be offline or online, phone, fax, e-mail, personal interaction. When that comes out, they will buy from you because it's all about that relationship you build with them.

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The third step that you do to build your massive success on the Internet, is you now find a lead product that your target market wants. A lead product could be a low-cost ticket item, it could be a \$50 item, it could be a \$100 item, it could be even a \$20 e-book. Now, this also means you can create it. And I have a way that I will share with you -- one of the 3 vehicles -- you can create a product easily. In fact, Joe Kumar's example with Dr. Joe is a perfect example of creating it fast, OK? In fact, you didn't really create it; other people created it for you.

Number 4 is to build and develop your own Profit Pipeline. This is now the list, OK? Because your money is in your list. Again, there are many ways to start your list. I told you the way I started, which was begging and asking and pleading. And then I've shared with you, and Dr. Joe shared with you, the many ways to build your list.

That is also laid out, of course, in my audio e-book at MasterListBuilder.com. Now there's a free e-book that I give away to my subscribers. For those of you who already subscribe to my newsletter and who are affiliates of mine, you don't have to get this, but for those of you who are not, you can go to, email to Subscribe@SuccessAccess.com. I give away an 18-chapter e-book that was my notes from a \$1,200 Seminar that I first attended. The very first seminar I attended, Dr. Joe, I wrote down a lot of notes. I mean, the notes were so comprehensive that my dear friend, Marlon Sanders, is getting refunds because of that one chapter I did just with him, and I guess I could just edit that out, because if he hears this, he'll get mad at me.

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But anyways, the point is, with that book, it's 18 chapters and it's free. It tells you the ways that the bigwigs -- Corey Rudl, Marlon Sanders, Declan Dunn -- built their list. Jonathan Mizel. Or, built their business. And I took a lot of notes ... and by the way, that concept of sharing and giving, Dr. Joe, helped me a lot because when I started to put down that information through articles -- again because writing for me is tough, but I could write notes, based on people's information -- and I share that with people, converted it into an e-book a year later, and that has given me so many subscribers who have thanked me for it. And that started to build the relationship.

And I actually give the giveaway rights, or the resale rights to it, as a viral marketing tool because not only will it help me, it will help them and the people they share it with.

So that's part of the four steps, which is really building your list, what I call the Profit Pipeline. And if you recall, the Profit Pipeline is composed of your Prospects, which is your list, your Products ... and at this point I haven't talked about the products, specific products that you can sell without creating it ... but the 3 vehicles I'm going to share with you will help you with that.

And also the questions that we answered on product creation earlier in this call will help you with that. And I know you're probably tired by now. And so, Dr. Joe and I are going to keep going with this because the people listening to this call, when the audio e-book comes out, the audio e-book version of this, that will be helpful.

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So go back to that recording. That was about 2 hours ago. So, basically, it's Prospects, Products, your Promotion which is your follow-up system -- and we talked about the autoresponder system, how you write it without even really writing a word, just by copying and pasting, and actually using the Wizard, the HypnoticWritingWizard.com. Is that it, Dr. Joe?

Dr. Joe: www.HypnoticWritingWizard.com.

Joel: Yes, and then at the end of it would be your Profit, OK? So, you're now in the black. Now, the 5th step is now to up-sell your customers to the medium cost of high-profit, back-end products. And I'm going to show you how to get started with this, even if you don't have a list, don't have a website, don't have money, and don't have a product, OK?

So, the 5 steps that you should take massive action to achieve massive Internet marketing success are: First is discover your PIPE (Passion, Interest, Personal experience, and Expertise.) Second is targeting your market to a niche market -- Get Rich In Your Niche. The third is find or create, especially find, a lead product that your target market wants, and I'm going to show you exactly how to do this. And, then the fourth is build and develop your Profit Pipeline. OK? And, the 5th is up-sell your customers who bought the lead product you found on step 3, to high-profit, back-end products.

This is now really using the ice cream cone theory of my friend and mentor, Mr. Ted Nicholas, the Four Billion Dollar Man. Those are the Big Picture steps. Now I'm going to share with you three specific examples that

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you can do to actually find the product within your niche market, that your target market wants, that you are passionate about, that you are interested in, or may have personal experience with, or have an expertise on.

Now you go back to your first list, which is writing down your goal, your exit strategy, your assets. Now, when you go back to that list, you determine what are your assets. In this case, really, it would probably be time that you have, so you have time to do research. I would set a 2-week to 4-week game plan to start with, OK? And you can apply a 2-week to a 4-week timeline in applying these 3 vehicles. And I call them "vehicles," because these are really vehicles to get you started.

Now, always remember the goal is to make your first dollar or even your first 10 dollars, because once you have imbedded within your molecules, within your body how to do that, it's easy to replicate and to duplicate that. Because you've got to make it easy for you to succeed. Because if you set your goals so high, that you're going to make a million dollars in 30 days or in a year, guess what? A small tinge of failure, you'll get back down to zero and back to your old self ... and you don't want that.

So, it's kind of like one guy ... I think it was Tony Robbins said that one of his clients said that his expectation is...one guy who was a super-successful executive, wants \$4,000,000 a year (because he was only making \$2,000,000), and he wants a body fat of 10% because he now has 16%, and you're setting yourself up for failure. Whereas the other guy who was not as quote-unquote

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successful financially, he said, “Well, every day is a great day when you’re above ground.” I mean, how simple can you get? So, make your first 10 dollars. That’s your goal, OK? And, it’s as simple as that.

Here’s vehicle #1. I call it the Connector Vehicle. Since you have time to research, you can go to forums – again, you can go to Anthony Blake’s Forum or the Warrior’s Forum -- we gave you the URL earlier, and in the audio e-book, we’ll make these clickable links. That way, I don’t have to spell it out. What you do is, you look -- and by the way, those are Internet marketing forums. There will be forums in your niche market, whether you be a book writer, a dog lover, a cat lover, a nature lover.

Find forums in your niche market by just going to Google or your favorite search engine. What you do is, you look for questions. You look for questions that are being asked in the forum, and it could be questions that you like yourself, OK? Because that question, much like the questions you sent to us, is the source of your product, OK?

Now, since you know your target market and you’re passionate about it, you will know who the people are who are big list owners. Now you also know, because you’ve done your research through search engines, through forums, and even subscribing to their e-zines and the experts in your fields’ e-zines. You find out who are the big list owners and who are the product creators, because more than likely the two of them are not the same. And, here’s what you do, OK? You hit them with a ton of bricks.

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You can either fax them -- you can get a free fax number at efax.com -- and if that's too much, I'm sure you probably have a phone line. I don't know how much is your phone service, but mine is like 4 cents a minute, so it's really inexpensive. Now, if you really don't have money to spare, just e-mail them. But I personally prefer a phone call because not many people do it, OK? In fact, if somebody wants to talk to me, wants to communicate with me, I prefer a phone call, so that's why I said that. And it's more personal.

You now contact the big list owner as to...you build a relationship with them, OK? Don't pitch them with anything, just talk to them and find out...build rapport, OK? If you've met this person at a live event or you somehow had a chance to meet this person at a function, whether at a local chamber and get a picture with them, so much the better. Because that rapport, just like Dr. Joe said, builds even better.

I wish I had contacted Dr. Joe a month after we had the picture because I didn't know he loved that picture-taking scene. You know, I didn't know that. And really, these are the ways to build rapport, and the thing is, what you do is you offer help.

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Joel:

You offer help. “Are you looking for products to promote to your list? How can I help you with your business?” OK? Now, on the other hand, maybe you do this on the third or fourth day within the 2-week plan -- you now contact the product owner that you’ve done the research on. Research can take you just a few hours and you’ll find out with the power of the Internet, and you say, “Hey, are you looking for a list owner who will sell your products, that’s very targeted?”

Now, if you do this with e-mail, it’s free. If you do this with the phone, it costs a few cents. So far, you haven’t really spent any money here, to speak about. And what you do is, you basically connect the two, you connect the two for a piece of the action. Because the thing is, the big list owner ... because more than likely, and I’m speaking from experience ... is very busy, don’t have the time to research. But you do. Maybe looking for that product to sell to the list. And the product owner is so busy producing the product, guess what? That product owner may be looking for someone to sell the product to his list.

Give you a perfect example. When I did this experiment, the product owner and the list owner was really me, because I was both. I had an asset within me that I didn’t even know, because the third person in the

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experiment said, "Joel, I want to promote you." Because at the time, I didn't have many affiliates. He said, "I don't see you being promoted, and that concept you talked about -- Master ListBuilder -- is an awesome product." In fact, Dr. Joe, the Master ListBuilder product was launched because of that experiment. This person actually said, "I've got to promote a product, and that would be your product." But guess what? I had no product.

So you know what I did, Dr. Joe? I said, "Hmm, let me see if I have got a product." I went back in my files from like 5 months before. I did the Teleseminar that's recorded, that's on my server, that's sitting there, that's doing nothing. It was already transcribed, and I had him convert it into a Word file that my webmaster converted into an audio e-book. That is what you see at the MasterListBuilder.com. We sold that product ... I sold like the first hour, I don't know how many, but I think at the end of the challenge, we made like \$700 each out of thin air.

Dr. Joe: Wow.

Joel: Now, if he can connect the two, the product creator and the list owner, that would be awesome. Again, because you have the time and they don't, OK? So that's one vehicle.

The second vehicle is actually...you know what? Let me do this, because I want to make this a gift to the people who really have this hot idea for a hot product, and I think you and me, Dr. Joe, can help these people. And maybe this will be the next Joe Kumar. Are you up for that challenge, Dr. Joe?

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- Dr. Joe:** Yeah, I'm curious. What are you getting at?
- Joel:** I'm going to make that last, OK? The second one is this. I call it the Helper Vehicle. Dr. Joe, you have a lot of money, you have a lot of products. At this point, what really don't you have that you want to have more of?
- Dr. Joe:** I give up.
- Joel:** Well, you told me earlier. You said, "Joel, man, we can only do a 1-hour call," which actually, we're doing 3 hours now...
- Dr. Joe:** Oh, the time business. Time.
- Joel:** Because you were so busy, you didn't have time.
- Dr. Joe:** Yes.
- Joel:** Would you be happy to have someone from your list to offer to give you more time?
- Dr. Joe:** Yes.
- Joel:** Would that be helpful?
- Dr. Joe:** That would be helpful.
- Joel:** I think that would be helpful. I know if I got that offer from my list of more than 100,000 when my father died and I was away for 3 weeks, to help me answer my e-mails ... God, I would have appreciated it because I lost 3 months of my time by not being able to access my e-mails for 3 weeks because I was away. Do you know what I'm saying, Dr. Joe?

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Dr. Joe: Yes, I know exactly what you mean.

Joel: But, the point is this ... and you may have an asset...again, that's why I told you to write your asset. What is it that you have? Do you have writing skills? Do you have typing skills? I don't know ... Do you have interviewing skills? Do you have a way to make it easier for this busy expert who has a lot of assets -- in terms of products and the list -- that you don't have, but what you have is time?

And I would say, and I've seen this happen, I've seen this happen where someone...I can't name names right now because I haven't asked their permission yet, but when someone said, "Hey, I want to do what you can't do right now because you don't have the time." And, this person who didn't have the time was a pretty powerful person online and said, "Yeah, I don't have the time, and I want to make calls to all these bigwigs on the Internet and make JVs with them."

And even just the fact that you can e-mail -- you don't even have to phone them, because this person didn't actually phone me, he e-mailed me. And because he used the name of the bigwig, he got my attention. So now this person became the affiliate manager for this Mr. Bigwig.

Now, can you do that? Can you do e-mail? Absolutely. Now, guess what? Even if you don't ask for money...Hey, Dr. Joe, if someone says to you, "Dr. Joe, I will work for you for nothing for 3 months, and I will do whatever you want me to do. I'll e-mail, phone call, whatever," would you take that

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offer, Joe? Would you say that's a Godfather offer?

Dr. Joe: I absolutely would, and I can interrupt for a second and point out something. You know who Jo Han Mok is now?

Joel: Yes.

Dr. Joe: And most people online do at this point because he's becoming a marketing and copywriting guru in his own right. But he also came out of nowhere, much like Joe Kumar a couple of years ago. And I was one of the people he approached, and he said that he would do work for me, he would help me with my website, he would write copy for me, he would help with any products.

He said, "I know you don't have the time, and I want the experience. I want to be linked to you. You don't have to pay me a penny." Well, one of the reasons he's known now is because he made similar arrangements with other people out there, other marketing folk. So he got experience; we got the work. They were win-win situations.

Now we all love him and endorse him, and one of my next books that I mentioned to you earlier tonight that's coming out, is a book I co-authored with Jo Han Mok. And this all came from his relationship-building strategy that began with what you're talking about right here. He was willing to give some of his services, some of his time, to somebody he knew didn't have it.

It's the old thing ... Mark Twain said something like, "If you're looking to get a job, offer your services for several months for free."

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If you don't get hired, you're in the wrong business. If you do get hired, then you've solved your own problem of looking for work." I'm tired, so I'm paraphrasing, but that's the gist of it.

Joel: Yes. You know it's interesting, Dr. Joe, that I just got an e-mail from George McKenzie, my co-author ...

Dr. Joe: Yes.

Joel: ... saying that he's a speaker at a seminar now. And he did that for me -- he made an offer to me. He said he was going to write the book, do everything to make the book a physical product, and all he needed to do was really interview me.

Dr. Joe: Right.

Joel: And now he's Mr. Popular.

Dr. Joe: Isn't that beautiful?

Joel: You know, that was only what? Three months ago that we did the Amazon push?

Dr. Joe: That's the nature of the Internet.

Joel: You never know where it's going to go.

Dr. Joe: That's the nature of the Internet -- things happen overnight. You literally *can* make money overnight. I don't want to wave some kind of pipedream here, but it's possible to make money overnight. It's possible to become literally famous overnight, due to the Internet. That's the nature of it. Everything is instantaneous. So proceed.

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Joel: Yes, sir. Now, I want to be brief on this second point, because this is really the gist of it, OK? More than likely, whoever that expert in your niche market is, will compensate you. Not maybe as an employee-type thing, but maybe on a pay-per-performance kind of basis where hey, if you connect with this person and you made a sale, then you get a commission. That kind of thing. OK? But, you know what's more important? It's not really the money you make out of that deal, it's the mentorship, you know? I wish I did what Joe Kumar did. OK? Now, talking about Joe Kumar, which is really...he was really more of this person which I call the Interviewer Vehicle. And you know where I'm getting at now, Dr. Joe?

Dr. Joe: Yes.

Joel: And you know, Joe Kumar of www.JoeKumar.com, he actually did that. I must tell you, Dr. Joe, that it took me, I think, 2 or 3 weeks to get Joe to say yes on an interview. For a reason that I'm not going to say because I haven't asked his permission, he doesn't want to do a public interview, but he will do a private interview. In fact, I'm doing that on Sunday, which I plan to do and grill him on how he really did it, how he made \$96,000 in his first month with no money, no website, nothing.

Dr. Joe: Right.

Joel: And I want to do that as a free gift to the listeners to this call. What do you think about that, Dr. Joe?

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- Dr. Joe:** Oh! That's a wonderful idea. I've wanted to hear his inside story. I was part of it, but I want to know the intricate details.
- Joel:** And actually I will because it's free rein, you know. I can ask him any questions and it's a personal interview, so he won't have hesitation to tell me, which is great. And he agreed to have it recorded and put on an audio e-book.
- But beyond that ... The reason I want to do the interview is because I want to show the world, especially those who are calling right now, that someone, an 18-year-old who didn't have any money, didn't have any contacts, didn't have a website, didn't have skills, who made it and he lives outside of the U.S.
- Can it be done outside? Absolutely. Joe Kumar ... I think the reason why I was able to convince him was I said, "Joe, do it for the world because you have a message...you have a message that's so important." Do you know what he said?
- Dr. Joe:** What?
- Joel:** "Joel, I don't know. What I did was so simple. Nothing to it." I said, "Joe, that's exactly why I want you to say it."
- Dr. Joe:** Yes, that's exactly right.
- Joel:** I want people to realize that it's so darn simple. You ask, just do it, and it will make it happen for you. So, that's part of the Interviewer Technique or Vehicle. But another part is this, OK? Again, this is given the time, given the right questions and the right product idea. I have not told Dr. Joe this

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challenge, but I'm challenging myself with this, and I'm not sure if he will take the challenge. This is the honest-to-goodness truth. In fact, this is probably a shocker to him.

Dr. Joe: I'm bracing myself.

Joel: I am volunteering my bridge line, OK? On an off-hour, maybe in the morning or during the afternoon when I'm not using it. If someone who is listening to this call who has an awesome product interview concept, that wants to interview me, Dr. Joe, or even a few others, either one-on-one or as a group. And you don't have to pay me for the bridge line, you don't have to pay me for the recording. I'm paying for that. And in fact, I'll even pay my webmaster to create the audio e-book for it. But it has to be a really good product idea. What do you think about that, Dr. Joe?

Dr. Joe: I think you are a genius. I am just...I have learned so much from you this evening alone, it's amazing, and now you're...

Joel: I know I put you on the spot, though. I apologize, but I thought it was a good idea that I took my risk.

Dr. Joe: It was a great idea. It's a great idea, Joel, and I easily agree to it. So I will take part in that. I will be somebody who can be interviewed, or however you want to work this out. If somebody listening writes to you or me or both of us, with the idea, then we will go from there. So yes, count me in. I accept the challenge.

Joel: Thank you, sir, because I know you are very busy. Now, it may not happen immediately,

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because Dr. Joe is traveling for the next 3 weeks. He will be busy. And I'm also getting busy promoting Ted Nicholas' seminars. I'm going to be busy.

However, if the right product idea comes up -- and again, you don't need 3 hours to do a product. My Master ListBuilder audio e-book which actually sold, I think, 200 the first hour, 200 copies -- that took 70 minutes. And it just took me 5 months to make it a product, which was silly of me and dumb of me, but I learned my lesson. And I want to help out someone out there. Maybe 2 or 3 people, I don't know, will give us a product idea that *you* will really be the main co-author of ... and hey, I hope I'm not imposing on Dr. Joe ... I'll even help promote it to my list.

Dr. Joe: Oh, I would easily help promote it, too, be part of it. It sounds like a great idea. I want to help whoever's going to be the one who's going to step forward here from the call. So yes, count me in for that, too.

Joel: Thank you, sir. And folks, I'm telling you, we did not script this at all. In fact, we spoke for like 5 minutes this afternoon, and we were just going to do a 1-hour call, and now it's like a 3½-hour call. I don't know if we even still have people on the call. I am done, Dr. Joe. I am done. I am going to open up the call and see if there's anybody still listening.

Dr. Joe: I think that's what we ought to do.

Joel: When I say 1, 2, 3, say "Hello." 1, 2, 3...

Callers.... Hello, hey, we're here!! [a chorus of voices]

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- Joel:** Oh my God, there's a lot of people! You're still here?
- Caller:** We're learning a lot.
- Caller:** Yeah, thank you.
- Caller:** I'm amazed.
- Caller:** You're awesome.
- Joel:** What was that? I'm sorry?
- Caller:** This is Cocoy Rambuyon from the Philippines.
- Joel:** Oh my gosh! Somebody from the Philippines is calling. It costs him an arm and leg to do this. That is great! So, are you up for the challenge, folks?
- Callers:** Absolutely! I have an idea.
- Joel:** All right. Dr. Joe, I am so dead beaten and tired, but when I heard those calls and those...
- Dr. Joe:** Voices.
- Joel:** I'm energized.
- Dr. Joe:** Oh, that was brilliant of you to check to see if anybody was online, because for a moment there, I thought maybe there isn't anybody but me and Joel here. Good to hear all these voices. And I thought, Oh yes, they're alive and they're excited.
- Joel:** That's amazing. I'm going to go ahead and mute the call. Dr. Joe, not only is this call the

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record-holder in terms of registrations, it's the longest call I've ever done in my life.

Dr. Joe: And people are sticking with us!

Joel: Wow, that is so kewl!

Dr. Joe: I want to thank everybody that was listening. It was such a delight, such a rush, to hear your voices, to hear the smiles and your laughter. That made me feel wonderful. I know it did for Joel. Joel, that was smart of you to put us on there so we could check if we were alone or not.

Joel: That is so kewl! Dr. Joe, any final words before we say goodbye? Because I know you have a lot of things to do.

Dr. Joe: Wow! Boy, final words. Boy, I guess just to think on my feet, adlib for a second, it would be something like remind yourself of your intention. What do you want to achieve? Where do you want to be in 30 days? Sort through a lot of what you've been listening to in your memory banks to see what stands out. Make some notes about what you want to do first. Just make the notes now, even though you don't have access to the audio or the transcript just yet. You will very quickly, but make notes now so you can kind of anchor in some of the key points you want to remember.

I'd also do something kind of different. For most people listening, they're going to be going to sleep fairly soon, except for people that were overseas. But for most of us in the States, you'll be going to sleep pretty soon. I would state something to your own unconscious mind, something like, "Bring me

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a suggestion” or “Bring me an idea.” Or maybe, “Bring me the best money-making idea that I can implement. And use the information I’ve listened to, I’ve gathered from this call and the last one” ... if you’ve listened to that one. And turn it over to your unconscious and sleep on it. Do literally what we say when we say we’re going to sleep on it. We’re turning it over to another part of our mind.

When you wake up in the morning, jot down the ideas that come to you. And they may come during the day, they may come tomorrow evening, they may come the following day. Jot those down. And then finally, take action. Don’t just take in the information, don’t just do the research -- take action on your ideas. And I guess there is one more final comment. That is, have fun! Enjoy the process, because your life, your enjoyment, your health, your happiness, all of that will be so much more enriched if you just enjoy whatever you’re doing. If the first thing doesn’t work out, and it’s very likely it *will* work out, but if for some reason it doesn’t, enjoy the process of learning and try the next thing.

I mentioned last week, not everything I’ve done has worked out. Not everything Joel has done has worked out, but we did the next thing. We enjoyed the process, and obviously, you’ve probably heard, we were having fun on this call last week, and we’re having fun this week too. So we are enjoying what we’re doing. We are having a hoot, and I want you to have fun, too.

Joel:

Great. Thank you, Dr. Joe. What I’m going to say now is actually more of a housekeeping

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thing before I say my final words. It's # 1 -- we would love your feedback, OK? We would love your feedback. If you can, send your feedback, comments and testimonials to the same e-mail you sent to sign up. Ignore the autoreply for now. But I will take off the autoreply, but I will keep the forwarding so both of us will get it, me and Dr. Joe. It's the same e-mail you registered. It's

Joe@SuccessAccess.com.

In fact, what I'm going to do is as soon as I get done with this ... because I just saw the e-mail from my transcriptionist. She's got Part 2 now, which is great, but I have to edit all that. But probably tomorrow, I'm going to start exchanging the autoreply with now the links to the audios, because they're divided into 30-minute segments. But we would love your ideas, your testimonials, because we'd love to really get this out to the world. And just, we want to know if this is really valuable to you.

In fact, there's a lady that I really want to read the testimonial, but I don't know if I'm allowed to say her name because I haven't asked her yet, but she just sent me an e-mail, Dr. Joe. And you've got a copy of this. And she is local, and I know she is a successful person because I've met her personally. "I don't know how many are missing your call, but I am writing notes as quickly as possible. This is awesome and has so much info. It is totally incredible to hear all this. I wish I could be a fly on your walls. I've met both of you both, and tonight blew me away." This lady was actually featured in a magazine with a nice, fancy car, so this lady is....I'm surprised she was on the call because I know she's making a lot of money already! So this is kewl. So it's also good for everyone.

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Now, there's another one that says, "That was a rush to ME!" That was the headline. It says, "Again, thanks for letting us hear the others. We needed to hear that, too. That was a rush!" So, good. And she's actually...I guess I can say her name because she works with you, Dr. Joe. It's Jenny.

Dr. Joe: Yes, Jenny Meadows, she does proofreading. A wonderful lady.

Joel: Great. I could probably use her service.

Dr. Joe: Well, we all can, that's why I've got her. Jenny Meadows does proofreading [and copyediting].

Joel: If you're not that busy with Dr. Joe, Jenny, contact me. What else? OK, housekeeping. I guess that's it. Give me about 24-48 hours for the recordings from last week. I really appreciate your patience this week. I just want to make sure it's more convenient for you to listen to segments instead of just the whole thing, because it's too long to download.

Now, the second thing is, for this week's call - - for the transcription and also for the links, at least for the audio links -- give me at least a week for that and longer for the transcription. And we will definitely let you know as soon as the product is out. And you're getting it free. Now, my final word is really this. It's real simple, OK? Mastery is doing the basics over and over and over and over again. OK? And the path to mastery is the first step that you do to take action.

And the foundation of all success, at least the ones I've seen, is that one word, and the

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word is “action.” In two words: “Take action.” OK? So, that’s all I can say for now. I’m physically tired, but my spirit is just high from the hi’s and hello’s and smiles and the laughter. So again, this is Joel Christopher, with MasterListBuilder.com, JoelChristopher.com, and SuccessAccess.com, with...

Dr. Joe: Dr. Joe Vitale. And my two main sites are MrFire.com, www.MrFire.com, and my new one, www.DrJoeVitale.com. Come visit me online. Thanks for participating. This has been a rush. I can’t believe we did 2 or so hours last week and 4 hours this week. And like Joel, my spirit is soaring too.

Joel: Thank you so much, folks. Thank you so much, Dr. Joe. It’s an honor, an honor. An honor and a privilege to be working with you. I appreciate you, sir. Thank you for your friendship.

Dr. Joe: Thank you.

Joel: Folks, thank you and bye-bye for now.

Dr. Joe: Goodnight.

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-- Dr. Joe "Mr. Fire" Vitale, #1 best-selling author

Jenny's not a copywriter – she's a copy *editor*. She comes in after you've done the initial writing, to correct typos, misused words, etc., and to verify all information. But that's only the beginning ...

Jenny came highly recommended by Joe Vitale and Tom Parish. I was not disappointed! She is easy to work with and proficient in her abilities to write and edit copy to make it sing. She did this for my entire website. I give Jenny an A+.

-- Robert Channing, author and President of PowerPerformers.com

Jenny then asks questions that help you discover exactly what it is you're wanting to say, and she helps you get those 'gold-nugget' thoughts expressed in a way that's hypnotic, rhythmic *and* accurate.

Jenny Meadows edited and fact-checked my book with impeccability and great attention to detail. She is a pleasure to work with, completes her work in a timely manner and tells you what she really thinks in a way that's easy to hear.

-- Bruce Mulkey, author and columnist, Asheville, North Carolina

Let Jenny take your books, websites, sales letters, announcements – whatever – to the next level.

Jenny's questions seeking clarity are pertinent, her suggestions sound and helpful, and her respect for my authorship immense. As a journalist of 25 years' experience, I have yet to find a copyeditor or proofreader as thorough or as careful as she.

-- Chris Bateman, 'Izindaba' News, *South African Medical Journal*, Cape Town, South Africa

Contact Jenny@MyCopyEditor.com, or call 512-495-9550 or 512-288-6851.